



Dear Community Supporter:

Did you know Muskegon has the only luge track in the United States where “first timers” can try the sport of luge?

Inside Muskegon State Park you can get an Olympic thrill that you won't get anywhere else. We also have acres of outdoor ice skating, miles of ski and snowshoe trails and a one-of-a-kind ice skating trail through the woods.

Visitors from Near and Far

Each winter these attractions bring thousands of visitors to our sports park. Some travel from as far away as Chicago and Detroit to try these unique winter sports. Others are families from our community using our park like a gym membership in the winter months. These visitors have made our park the biggest winter attraction in Muskegon County.

- 30,000+ visitors in the winter
- 480+ Family Season Pass Holders (avg. 5.25 members per household)
- 124 minutes average visit time
- 3000+ student field trip visits

Built by the Community

Our non-profit organization has been built over 39 years by supporters who care about providing recreation in Muskegon. Our goal is to get families active in the outdoors, especially in the winter, when people in our community are typically not as active and become less healthy.

Serious Brand Power

We couldn't do what we do without your support. This upcoming winter season we're giving you an opportunity to get your brand in front of our visitors through our sponsorship program. Our visitors are engaged and eager to support local businesses. Each sponsorship opportunity offers powerful advertising to our audience of families and travelers as well as fun perks for you to share with employees and their families.

Join Us in Our Mission

We'd like to ask for your support of our mission to impact health and wellness in our community through outdoor recreation. Enclosed are more details on our sponsorship packages which will help promote your business while supporting our organization financially.

We'd also welcome you to visit us and see our facility up close. Please get in touch with us to schedule a time for a private tour and see some of our new attractions like our dune-top zip line and rock climbing wall - all made possible by supporters like you!

-The Muskegon Luge Adventure Sports Park Team

Support

COMMUNITY RECREATION



WINTER SEASON SPONSORSHIPS

Dasher Board

Sponsorship includes: 3x5ft logo displayed on an ice rink dasher board and recognition on our website.

30 Available - \$500

Warming Tent

Sponsorship includes: 3x5ft logo displayed on tents.

10 Available - \$1,000

Conditions

Sponsorship includes: logo prominently displayed on Conditions webpage, logo displayed on Conditions Board (on-site) and mention on every social media conditions update.

3 Available - \$2,500

Fire Garden

Sponsorship includes: 3x5ft logo banner at entrance of fire garden.

1 Available - \$5,000

Trailhead

Sponsorship includes: 8x3ft logo banner at the trailhead and website recognition.

3 Available - Ski, Skate and Snowshoe - \$5,000

Luge Track

Sponsorship includes: (2) 8x3ft banners located at the luge stairs and the start ramp and website recognition.

1 Available - \$10,000

Ice Rink

Sponsorship includes: (2) 8ftx3ft banners located at the venue and rink entrances, 3x5ft premium space logo board on dasher board and website recognition.

1 Available - \$10,000

Title

Sponsor the entire Sports Park! Sponsorship includes: logo displayed on entrance signs, trail maps, dasher board on ice rink, ski trail signage and website recognition.

1 Available - \$15,000

BONUS PERK

Each sponsorship includes a complimentary Portable Season Pass which allows 4 guests per day access to our general admission activities all season long.

Support Longer, Save More

- 2 Year Commitment - 5% Discount
- 3 Year Commitment - 10% Discount

**2nd and 3rd year commitments invoiced in November prior to sponsorship year.*