



Dear Community Supporter:

40 years ago, inside Muskegon State Park, a group of community supporters got together to create what would become one of Michigan's most popular winter attractions, a 700 ft ice luge track.

Muskegon is the only place first time athletes can get the Olympic thrill of sliding down an ice chute at 30 mph. Over the years the park has grown to include other winter attractions like 2 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 offerings. Others are families from our community using our park for exercise on a daily basis 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 40 year history is a testament to hundreds of small business and corporate supporters who care about providing recreation for the Muskegon Community. 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 large 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 other 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: 4x8ft logo displayed on an ice rink dasher board.

30 Available - \$500

Warming Tent

Sponsorship includes: 4x10ft tent wall advertisement and logo at tent entrance.

10 Available - \$1,000

Conditions

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

5 Available - \$5,000

Fire Garden

Sponsorship includes: 8x3ft lighted sign at entrance of fire garden.

1 Available - \$5,000

Trailhead

Sponsorship includes: 8x3ft lighted sign at the trailhead and website recognition.

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

Luge Track

Sponsorship includes: (1) 8x3ft lighted sign located at the luge stairs and (1) 3x5ft banner at the start ramp and website recognition.

1 Available - \$10,000

Ice Rink

Sponsorship includes: 150 ft exterior dasher board wrap, 4x8ft 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, website recognition and additional perks.

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 Money

2 Year Commitment - 5% Discount

3 Year Commitment - 10% Discount

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



(231) 744-9629



info@msports.org



www.msports.org/support



Sponsorship Order Form

3 Ways to Reserve Your Sponsorship

- Scan this document and email to: info@msports.org
- Complete this form at www.msports.org/support
- Fill out this form and mail to: PO Box 5085, N.Muskegon, MI, 49445

The Muskegon Sports Council agrees to provide sponsor advertising as described for the 2025 winter season. Upon receipt of this order form you will be sent an invoice for your order payable within 30 days and a representative will be in touch with you to arrange art work for your advertisement.

Sponsoring Organization Name: _____

Sponsorship Type

- ☐ Dasher Board Sponsorship (\$500)
- ☐ Tent Sponsorship (\$1,000)
- ☐ Conditions Sponsor (\$2,500)
- ☐ Fire Garden Sponsorship (\$5,000)
- ☐ Ski Trailhead Sponsorship (\$5,000)
- ☐ Ice Skate Trailhead Sponsorship (\$5,000)
- ☐ Snowshoe Trailhead Sponsorship (\$5,000)
- ☐ Luge Track Sponsorship (\$10,000)
- ☐ Ice Rink Sponsorship (\$10,000)
- ☐ Title Sponsorship (\$15,000)

Sponsorship Length

- ☐ 2025 Season only
- ☐ Commit for 2 years and receive 5% off
- ☐ Commit for 3 years and receive 10% off
(Invoices for subsequent years sent November prior to sponsorship year)

Billing Contact Information

Name

Billing Address

Email

Phone