



Partner with Us to **Keep Muskegon Active This Winter**

Over 40 years ago, a group of dedicated community supporters built something extraordinary in Muskegon State Park: a 700-foot ice luge track, a first of its kind in the USA.

Today, that vision has grown into year-round recreation that's inclusive and accessible to all people. Our park continues to thrive thanks to community members like you. We are inviting you to join us in our mission to get our community active in the outdoors and become a key partner for the upcoming winter season.

A Premier Destination with a Powerful Reach

Our park is a one-of-a-kind regional attraction. From the Olympic thrill of the luge track—the only one of its kind accessible to the public—to our winding ice skating trail through the woods, we offer experiences that draw visitors from near and far. This creates a unique and powerful audience for your brand. Last season alone, we welcomed:

- **42,000+** total visitors in the winter alone!
- **2,500+** local members through family season passes
- **3,000+** students from area schools for unforgettable winter field trips
- Travelers from **Grand Rapids, Chicago, Detroit, and across the Midwest**

Serious Brand Power Meets Community Impact

Partnering with Muskegon Luge places your brand directly in front of our engaged audience so you can build brand loyalty while making an investment in our community's health and wellness.

Each sponsorship package offers:

- Advertising to a captive audience of families and active travelers.
- Positive brand association with a beloved community asset.
- Valuable perks for your customers, clients, employees and their families to enjoy.

Join Us and See the Impact Firsthand

We ask for your support to help us continue this legacy of community-built recreation. Enclosed, you will find details on our sponsorship packages and the benefits for your business at each level.

We would also be thrilled to show you our facility in person. Please contact us to schedule a private tour and see the excitement up close—including our newer attractions like the dune-top zip line and rock climbing wall, all made possible by supporters like you!

Thank you for considering this opportunity to promote your business while supporting health and wellness in our community.

Sincerely,

The Muskegon Luge Adventure Sports Park Team



COMMUNITY RECREATION



WINTER SEASON SPONSORSHIPS

Dasher Board

Includes: 4x8ft logo displayed on an ice rink dasher board.

30 Available - \$500

Warming Tent

Includes: 4x10ft tent wall advertisement and logo at tent entrance.

10 Available - \$1,000

Conditions

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

3 Available - \$2,500

Fire Garden

Includes: 8x3ft lighted sign at entrance of fire garden.

1 Available - \$5,000

Trailhead

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

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

Luge Track

Includes: 8x3ft lighted sign located at the luge stairs and 3x5ft banner at the start ramp and website recognition.

1 Available - \$10,000

Ice Rink

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! 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, or 5 will call passes per day to access 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.*



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 2026 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

- 2026 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