



2027 PARTNERSHIP OPPORTUNITIES

connecting the community

Supporting the Town of Winona Lake is an investment in the strength, vitality, and long-term sustainability of our community. Your generosity helps provide meaningful parks, recreational opportunities, and community programs that bring people together and enhance the quality of life for residents and visitors alike. Your continued support is essential to helping us create a vibrant, welcoming community for everyone to enjoy.



WELCOME!

Thank you for your **commitment** to our community and helping make Winona Lake a great place to live, work, and play.

The Town of Winona Lake is committed to improving the **quality of life** for our residents and its surrounding communities. Throughout the year, we offer a wide **variety** of recreation opportunities and services for all ages and abilities. We are **dedicated** to working with businesses to provide exceptional events and programs for the **community**. Sponsorships allow us to continue delivering those events and programs at a high quality.

There are many ways your business can **support** an event or program while creating awareness and visibility for your business and **connecting** with the community. Businesses can become a sponsor by providing monetary funds or in-kind donations. Please fill out the "Sponsorship Form" if you are interested in partnering with us. If you have any questions, please reach out to:

*Holly Hummitch, Parks and Recreation Director,
parkdept@winonalake.in.gov OR
Brittany Denney, Miller Sunset Pavilion Manager,
msspmanager@winonalake.in.gov*



WHY GIVE

IMPACT

Your contributions directly support the development and maintenance of parks, trails, playgrounds, and recreational facilities that enrich the lives of thousands of individuals in Winona Lake and beyond.

LEGACY

By giving support to our parks and recreational programs and events, you leave a legacy for future generations, ensuring that they have access to the same opportunities for outdoor recreation, education, and enrichment that we enjoy today.

COMMUNITY

Your support helps to strengthen the social fabric of our community by bringing people together in shared spaces and shared experiences, fostering connections, friendships, and a sense of belonging.

QUALITY OF LIFE

Parks and recreational amenities are essential components of a high quality of life. Your contributions help create safe, beautiful, and accessible spaces where people can relax, play, exercise, and connect with nature, enhancing their overall well-being and happiness.

PARTNERSHIP

By giving support to the Town of Winona Lake, you become a valued partner in our efforts to promote health, happiness, and prosperity for all members of our community. Together, we can make a meaningful difference in the lives of those we serve.



2026/2027 Opportunities **AT A GLANCE**

Season

Opportunities

Winter

- Miller Sunset Pavillion Ice Rink
- Beats on Ice: 80's Skate Night
- Learn to Skate
- Beats on Ice: Korean Pop
- Valentine's Day Skate
- Skate with a Cop
- KringleFest
- Letter's from Santa

Spring

- Pancake Breakfast
- Egg My House

Summer

- Dog Days of Summer
- Independence Day Celebration
- Back-to-School Cookout Lunch
- Farmer's Market at Winona

Fall

- Trick-or-Treat on the Trail

Year-Round

- Summer Park Programming
- Senior Programming



Sponsorship PACKAGES



To get the most out of your sponsorship dollars, we offer custom sponsorship packages to fit the needs and wants of your business. Please tell us if you want to sponsor in a way not listed. Below is a list of the events and programs that are seeking sponsors. Each program is listed with detailed information, sponsorship level, and benefits.

Sponsorship Instructions

1. Read through the sponsorship opportunities and choose which event(s) or program(s) you would like to sponsor.
2. Complete the "Sponsorship Form" located online at www.winonalake.in.gov
3. Scan the QR code →
4. Submit your form in one of the following ways:
 - a. Email the contacts listed below.
 - b. In person at the Winona Lake Town Hall, 1310 Park Ave.
 - c. By mail:



Town of Winona Lake
PO Box 338
Winona Lake, IN 46590
Checks made payable to: Town of Winona Lake

Sponsorship Questions/Contact Information

Holly Hummitch
Parks & Recreation Director
parkdept@winonalake.in.gov
574-267-2310

Brittany Denney
Miller Sunset Pavillion Manager
msspmanager@winonalake.in.gov
574-267-7581

**Events may have multiple sponsors at any sponsorship level. Sponsorship commitments must be received by the corresponding deadline to ensure sponsors receive all applicable recognition and promotional benefits. Sponsorships received after the stated deadline will be accepted when possible; however, some benefits may not be available due to production or promotional timelines.



Winter Events 26/27

MILLER SUNSET PAVILION

Miller Sunset Pavilion Ice Rink

November 21, 2026 - February 28, 2027 | 8,000+ skaters last season

The State-of-the-art outdoor ice rink offers open skating, weekly adult and youth hockey, private events, school field trips, and opportunities for the community to enjoy winter recreation.

Sponsorship Deadline for Title Sponsorship: October 21, 2026

Sponsorship Deadline for Platinum & Gold Levels: October 31, 2026

Level	Investment	Benefits
Title Level	\$5,000	Business logo 240" x 117" in the ice rink for 2 years (2026/27 and 2027/28 seasons); business name listed on town website sponsor page and Miller Sunset Pavilion social media.
Platinum Level 1	\$1,500	Silver Level benefits plus a 24" x 90" vinyl dasher board sign with business logo for 2 years.
Platinum Level 2	\$1,200	Silver Level benefits plus a 24" x 39" vinyl dasher board sign with business logo for 2 years.
Gold Level	\$500	Silver Level benefits plus business name painted with a winter scene on one skate shop window.
Silver Level	\$250	Business name listed on town website sponsor page and Miller Sunset Pavilion social media.



Winter Events 26

MILLER SUNSET PAVILION

Learn to Skate

Thursday's, December 3, 10 & 17, 2026 | Up to 40 participants

A three-week program taught by local instructor, Chris Robinson, with Lake City Hockey. Sponsorship allows program to be offered at no cost to the community.

Sponsorship Deadline for Title Sponsorship: October 31, 2026

Level	Investment	Benefits
Title Level	\$2,500	Opportunity to have a table at one class to promote your business; business recognized on signage, social media, and the town website sponsor page.

Winter Events 27

LIMITLESS PARK

Letters From Santa

November/December, 2027 | Approximately 100 participants

Children write a letter to Santa with their Christmas wishes and receive a letter in return from the jolly man himself.

Sponsorship Deadline: February 1, 2027

Level	Investment	Benefits
Silver Level	\$250	Bronze level benefits plus business recognition on social media.
Bronze Level	\$150	Business name listed on town website as a sponsor.



Winter Events 27

MILLER SUNSET PAVILION

Beats on Ice

Two themed skate nights.

Beats on Ice is a series of themed ice-skating events designed to bring the community together through music, skating, and fun. Each event features a unique theme and audience, creating opportunities for businesses to support engaging winter recreation experiences.

BEATS ON ICE: 80's SKATE NIGHT

Friday, January 8, 2027 | 5 - 9 pm

A fun night of ice skating to 80's music with DJ The Jellyman Josh Schmucker spinning favorites from Blondie, AC/DC, Aerosmith, Whitesnake, Guns N' Roses, Duran Duran, and more.

Sponsorship Deadline: December 1, 2026

BEATS ON ICE: KOREAN POP

Friday, February 5, 2027 | 5 - 9 pm

A themed skate night designed to appeal to the younger pre-teen and teenage crowd, featuring K-Pop and related music.

Sponsorship Deadline: January 1, 2027

Level	Investment	Benefits
Gold Level	\$500	Silver Level benefits plus opportunity to have a table during the event to promote your business.
Silver Level	\$250	Bronze Level benefits plus business name on printed event signage.
Bronze Level	\$150	Business listed on event social media and posted on town website as a sponsor.



Winter Events 27

MILLER SUNSET PAVILION

Valentine's Day Skate

Sunday, February 14, 2027 | 1 - 7 pm

A themed community open skate encouraging couples, friends, and families to get out, get moving, and enjoy the winter season.

Sponsorship Deadline: December 1, 2026

Level	Investment	Benefits
Gold Level	\$500	Silver Level benefits plus opportunity to have a table during the event to promote your business.
Silver Level	\$250	Bronze Level benefits plus business name on printed event signage.
Bronze Level	\$150	Business listed on event social media and posted on town website as a sponsor.

Skate with a Cop

PRESIDENT'S DAY | Monday, February 15, 2027 | 10 am - 3 pm

Celebrate a day off from school by skating alongside local law enforcement officers and enjoying a fun-filled community event.

Sponsorship Deadline: February 1, 2027

Level	Investment	Benefits
Silver Level	\$250	Bronze Level benefits plus business name on printed event signage.
Bronze Level	\$150	Business listed on event social media and posted on town website as a sponsor.



Winter Events 27

MILLER SUNSET PAVILION

KringleFest

Date TBD| Approximately 300-400 in attendance

A family-friendly holiday event full of fun, festivities, and Santa!

Sponsorship Deadline: November 12, 2027

Level	Investment	Benefits
Activities Sponsor	\$1,200	Gold Level benefits plus recognition as Activities Sponsor, exclusive activity signage with business name and logo, and event recap thank-you on social media.
Title Sponsor	\$1,000	Recognized as Title Sponsor; logo on event signage; recognition on Community Center message board; event recap thank-you on social media.
Platinum Level	\$700	Gold level benefits plus sponsor recognition at the information booth.
Gold Level	\$500	Silver level benefits plus print media recognition.
Silver Level	\$250	Bronze level benefits plus business recognition on social media.
Bronze	\$150	Business name on sponsor list posted on website and sponsor signage at event.



Spring Events 27

LIMITLESS PARK

Pancake Breakfast

Thursday, March 10, 2027 | Approximately 300 in attendance

A fun, free event open to everyone. Breakfast is cooked by Town departments including street, fire, police, and park staff.

Sponsorship Deadline: March 12, 2027

Level	Investment	Benefits
Silver Level	\$250	Bronze Level benefits plus business recognition on social media.
Bronze Level	\$150	Business listed on event social media and posted on town website as a sponsor.

Egg My House

Friday, March 26 & Saturday, March 27, 2027

A FUNdraiser for Easter where the parks department delivers a basket of candy and toy-filled eggs or hides them in a participant's yard.

Sponsorship Deadline: March 12, 2027

Level	Investment	Benefits
Gold Level	\$500	Silver Level benefits plus opportunity to place goodies with your business logo in baskets.
Silver Level	\$250	Bronze Level benefits plus business recognition on social media.
Bronze Level	\$150	Business listed on event social media and posted on town website as a sponsor.



Summer Events 27

LIMITLESS PARK

Dog Days of Summer

Friday's, June 11 - July 30, 2027 | Approximately 150-200 weekly participants

Every Friday during June and July, the parks department cooks hot dogs for visiting park patrons.

Sponsorship Deadline: May 14, 2027

Level	Investment	Benefits
Silver Level	\$250	Bronze Level benefits plus opportunity to have a table for one hour during the event to promote your business.
Bronze Level	\$150	Business listed on event social media and posted on town website as a sponsor.

Back-to-School Cookout Lunch

Friday, July 30, 2027 | Approximately 500 in attendance

Join the Winona Lake Police Department for Chief Joe's annual 'Jacked up on Mt. Dew Back-To-School Cook Out Lunch.' Everyone is invited and all are welcome.

Sponsorship Deadline: July 16, 2027

Level	Investment	Benefits
Gold Level	\$500	Silver Level benefits plus print media recognition.
Silver Level	\$250	Bronze Level benefits plus business recognition on social media.
Bronze Level	\$150	Business listed on event social media and posted on town website as a sponsor.



Summer Events 27

LIMITLESS PARK

Independence Day Celebration

***Saturday, July 3, 2027 | Approximately 1,500 - 2,000 in attendance**

An annual community festival featuring a parade, live music, activities, games, food vendors, and more, concluding with fireworks over the lake at dusk.

**Date subject to change dependent on fireworks.*

Sponsorship Deadline: June 11, 2027

Level	Investment	Benefits
Title Level	\$1,000+	Recognized as Title sponsor; logo on event signage; recognition on Community Center message board; event recap thank-you on social media.
Platinum Level	\$750	Gold level benefits plus sponsor recognition at parade registration table and information booth.
Gold Level	\$500	Silver Level benefits plus print media recognition.
Silver Level	\$250	Bronze level benefit plus business recognition on social media.
Gold Level	\$150	Business name on sponsor list posted on website and sponsor signage at event.



Fall Events 27

LIMITLESS PARK

Trick-or-Treat on the Trail

***Saturday, October 23, 2027 | Approximately 2,500 - 3,000 in attendance**

A fun, safe, family-friendly trick-or-treating experience along the Winona Lake Greenway and Heritage Trail, followed by s'mores, a bonfire, games, and a movie at the park. A pumpkin decorating contest and penny vote add to the festivities.

Sponsorship Deadline: October 15, 2027

Level	Investment	Benefits
Gold Level	\$500	Silver Level benefits plus print media recognition and opportunity to have a table at the park portion of the event.
Silver Level	\$250	Bronze Level benefits plus business recognition on social media.
Bronze Level	\$150	Business listed on event social media and posted on town website as a sponsor.



Winter & Summer Seasons 26/27

MILLER SUNSET PAVILION

Farmers Market at Winona

Summer & Winter Seasons | 15,000+ in attendance last season

A producers-only market featuring locally made and grown goods, food trucks, live music, a bounce house, and a welcoming community atmosphere.

Sponsorship Deadline: October 31, 2026

Level	Investment	Benefits
Title Level	\$5,000	Business recognition on an 18" x 24" sign for sponsorship of the bounce house at the Farmers Market and an inflatable interactive snow globe during KringleFest.
Platinum Level	\$3,000	Business name on social media promoting live music at the market and town website sponsor recognition; helps fund weekly summer musicians.
Gold Level	\$500	Silver Level benefits plus: A 1 x 1' area business logo on a sandwich board. Which sits out front of the market each week during the Winter and Summer Market season. We have two sandwich boards, and your logo will be put on both. So, customers can see it coming and going.
Silver Level	\$250	Bronze Level benefits plus business recognition on social media.



Year-Round Programming **WINONA LAKE PARKS**

Summer Park Programming



Seasonal Programming | Approximately 300-400 annual participants

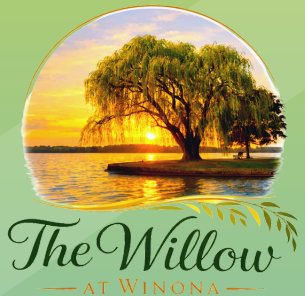
Support a variety of park programs ranging from arts to athletics for area youth.

Sponsorship Deadline: Year-Round

Level	Investment	Benefits
Gold Level	\$500	Silver Level benefits plus business name or logo listed in the annual Park and Recreation Guide.
Silver Level	\$250	Business name on sponsor list posted on website.

Senior Programming | *The Willow at Winona*

The Willow at Winona serves adults age 60 and better year-round through fellowship, educational opportunities, chair aerobics, cards, dominoes, puzzles, service projects, birthday parties, BINGO, carry-in meals, and holiday celebrations.



Sponsorship Deadline: Year-Round

Level	Investment	Benefits
In-Kind/Monetary Donations	Custom	Opportunities include BINGO prizes, monthly meals, birthday celebrations, and monetary support. Businesses may promote services through a flyer or table topper at the Senior Center and connect with seniors during monthly educational sessions or lectures.





LET'S MAKE **WAVES TOGETHER!**

Your support helps make it possible to provide meaningful events, programs, and experiences that bring our community together throughout the year. Every sponsorship makes a difference and helps us continue creating opportunities for residents and visitors of all ages to connect, celebrate, and enjoy Winona Lake.

We are grateful for the businesses, organizations, and individuals who choose to invest in our community. Thank you for partnering with us and helping make these events possible.

Our sponsorship team is ready to craft a package that perfectly aligns with your brand and brings joy to our beloved Winona Lake community. Reach out today and let's make a lasting splash together.

We look forward to working with you for another great year!