



Virg Bernero, Mayor
Brett Kaschinske, Director

Cardboard Sled Race

Cardboard Sled Race

January

LCC Radio 89.7 teams up with Lansing Parks and Recreation to beat the cabin fever blues. Participants show their creativity and construct their sled out of cardboard, tape, glue and paint. Prizes are awarded for "fastest sled" "best design" "because we felt like it" and more. All funds raised go to the Gier Advisory Board Youth Scholarship Fund.



Target Market

- All ages from Lansing and surrounding communities.

Exposure



- The Cardboard Sled Race is advertised in our Community Activities Guide which is published three times a year and reaches 14,000 households and businesses in the area. 7,000 of those are directly mailed to

homes in the Greater Lansing area.

- The Cardboard Sled Race is promoted heavily on LCC Radio 89.7 on air and on their website
- Cardboard Sled Race is promoted on the City of Lansing website, Facebook and Twitter
- 300-400 people attend the event

Benefits

- Offers a family friendly event to the community.
- Increases activity outside in the winter months.
- Offers people a creative outlet.
- Provides private businesses and corporations with opportunities for community involvement, corporate visibility and improved public relations.



Timeframe

- Publicity begins in August and runs the event in January.

Sponsorship Opportunities:

Gold - \$1,000

- Business logo in a Thank You display ad of the Summer Community Activities Guide.
- Business logo placed with event promotion on City of Lansing website, flyers and posters.
- Recognized sponsor in promotional media, flyer, e-mail announcements and event signage
- Booth at the event



Silver - \$750

- Business logo in a Thank You display ad of the Summer Community Activities Guide.
- Recognized sponsor in promotional media, flyer, e-mail announcements and event signage
- Booth at the event

Bronze - \$500

- Business mentioned in a Thank You display ad of the Summer Community Activities Guide.
- Recognized sponsor in promotional media, flyer, e-mail announcements and event signage
- Booth at the event



Your Parks. Your Programs. Your Community.

For more information, please contact: Emily Stevens, Manager of Leisure Services
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