

# \$1,000 Sponsorship Level

*This level of sponsorship will receive the advertising opportunities of the following:*

- Festival Network (Main Stage) announcements continuously all three days.
- Company identification on newspaper buys (150, 459 in print):
  - 43,000 copies of festival program complete with editorial copy, Lapeer Days events, entertainment and activities - Lapeer County – *The County Press*
  - 35,000 copies of festival program –Lapeer County - *The LA View*
  - 26,582 copies of festival program – Genesee County – *The Grand Blanc View*
  - 12,538 copies of festival program – Genesee County – *The Burton View*
  - 10,000 copies of festival program – Oakland County – *The Ortonville Citizen*
  - 14,139 copies of festival program – Genesee County – *The Davison Index*
  - 3,200 copies of festival program – Oakland County – *The Oxford Leader*
  - 3,000 copies of festival program – Oakland County – *The Lake Orion Review*
  - 2,000 copies of the *Chamber Business Connection Newsletter*
  - 1,000 copies of festival program distributed at the festival
  - Festival Tab and program on [www.copress.com](http://www.copress.com)
  - Festival Sponsors on [www.viewnewspapers.net](http://www.viewnewspapers.net)
  - Festival Sponsors listed on [www.LapeerDays.com](http://www.LapeerDays.com)
- **Posters available for company branch offices**
- **Lapeer Days parade entry (\$50 value)**

## \$3,000 Sponsorship Level

*This level of sponsorship will receive ALL of the previous perks PLUS:*

- Non-food vendor space at the Festival. (10' x 10') (\$300 value)
- 1/8 page advertisement in *The Chamber Business Connections Newsletter* when sponsorship is paid. (Distribution of approx. 700 including Chamber member businesses, local officials and local banks, library, hotels.) (\$80 value)
- Company logo on Festival T-shirts.
- Additional corporate sponsored time on the Festival Network – ie: professionally announced “give-aways”, drawings, etc. for the sponsor’s use.
- Festival T-shirts\*
- Company logo on [www.lapeerdays.com](http://www.lapeerdays.com)

## \$5000 Sponsorship Level

*This level of sponsorship will receive ALL of the previous perks (levels \$1,000 through \$3000) PLUS:*

- ¼ page ad in the Festival tab of The County Press. (\$126 value)
- Full color ad in the Festival tab of the View Newspapers (\$300 value)
- Back stage hospitality/photo opportunity (*subject to artist.*)
- 2 minute spot on the Festival Network (main stage) for company spokesperson.
- Company banner on the main stage during sponsored act or activity
- Company identification on:
  - **Cable TV/Charter Media** reaching Lapeer, Oakland & Genesee Counties. (\$700 value)
  - **Radio spots** – Ex: Regent Communications: WQUS US 103 & Cars 108, Citadel Broadcasting WFBE B95, Cumulus, CK 105.5. (\$4,000 value)

## \$7,500 Sponsorship Level

*This level of sponsorship will receive ALL of the previous perks (levels \$1,000 through \$5000) PLUS:*

- Company banner on the main stage **ONE FULL DAY**
- ¼ **PAGE AD** in *The Chamber Business Connections Newsletter* when sponsorship is paid (distribution of approx. 700 including Chamber member businesses, local officials, banks, library, hotels. (\$135 value)
- ½ **PAGE AD** in the Festival tab of *The County Press*. (\$230 value)
- Company banner on East or West stage **ALL 3 DAYS!**

# \$10,000 Sponsorship Level (“Major Sponsor”)

*This level of sponsorship will receive ALL of the previous perks (Levels \$1,000 through \$7,500) PLUS:*

- Custom Festival posters available for company offices.
- Right to use official *Lapeer Days Summer Festival* logo.
- Major sponsor promotional material handed out at Chamber Booth.
- All advertising, posters and flyers will have Major Sponsor name and logo prominently displayed.
- All publicity releases will include the Major Sponsor name.
- Five 5-day Free passes to Carnival. (\$750 value)
- Company logo on Lapeer Days web site.

-----clip and return-----

## FRIENDS OF LAPEER DAYS DONATION FORM

**Donations of any denomination are very much appreciated. Your donation helps support the 108 year tradition celebrating our community. Please make your check payable to “Lapeer Area Chamber of Commerce” and mail to the address at the bottom of this form.**

\_\_\_\_\_  
**Individual/Organization name**

\_\_\_\_\_  
**Address**

\_\_\_\_\_  
**City/State/Zip**

\_\_\_\_\_  
**Phone**

\_\_\_\_\_ **I would like someone to call me to discuss sponsorship levels**

\_\_\_\_\_ **I am enclosing my check for \$\_\_\_\_\_**

\_\_\_\_\_ **Please bill me in the amount of \$\_\_\_\_\_**

**Lapeer County Chamber of Commerce  
108 W. Park Street  
Lapeer, MI 48446  
(810) 664-6641**