



2011 LAPEER DAYS FESTIVAL

\$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 (**115,408 in print**):
 - 43,000 copies of festival program complete with editorial copy, Lapeer Days events, entertainment and activities - Lapeer County – *The County Press*
 - 26,672 copies of festival program – Genesee County – *The Grand Blanc View*
 - 12,442 copies of festival program – Genesee County – *The Burton View*
 - 10,000 copies of festival program – Oakland County – *The Ortonville Citizen*
 - 14,094 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
 - Festival Sponsors on www.viewnewspapers.net
 - Festival Sponsors listed on 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. 2000 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.
- (3) Festival T-shirts
- Company logo on 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. (\$195 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
- (5) Festival T-shirts
- 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*. (\$360 value)
- (14) Festival T-shirts
- 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 radio/television releases to include the Major Sponsor name.
- Five 5-day Free passes to Carnival. (\$750 value)
- (20) Festival T-Shirts
- Company logo on Lapeer Days web site.