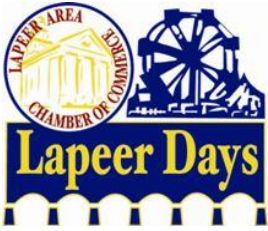


2022 LAPEER DAYS FESTIVAL

August 19 - 21

www.lapeerdays.com



\$1,000+ Partnership Level

This level of partnership will receive the advertising opportunities of the following:

- Festival Network (Main Stage) announcements continuously all three days.
- Company identification on newspaper buys (**134,600 in print**):
 - Lapeer County – *The County Press*: 16-page Lapeer Days festival program complete with editorial copy, events, entertainment and activities highlights – 9,000 copies in print and online at thecountypress.mihomepaper.com
 - Lapeer County – *Lapeer Area View*: 4-page Lapeer Days festival program schedule – 30,000 copies in print and online at lapeerareaview.mihomepaper.com
 - Genesee County – *Genesee County View (Davison Index, Burton View, Grand Blanc View, Flint Township View, Swartz Creek View, Flushing View)*: Lapeer Days full-page, four-color festival ad – 80,000 copies in print and online at geneseecountyview.mihomepaper.com
 - Oakland County – *The Ortonville Citizen, The Oxford Leader and The Lake Orion Review*: 4-page Lapeer Days festival program schedule – 15,100 copies in print
 - 500 print copies of festival program distributed at the festival

Newspaper promotion: \$1,000 value

- Festival Sponsors listed on www.LapeerDays.com
- *Social Media promotion on Chamber of Commerce, Lapeer Days, Chamber business network group and other community Facebook pages*
- *Posted on Lapeer Days Festival Website*
- Posters available for company branch offices

Lapeer Days parade entry (\$50 value) A separate parade application must be completed and submitted to the Lapeer Chamber of Commerce office. The form can be found at www.lapeerdays.com or by calling our office at 664-6641



\$3,000+ Partnership Level

This level of Partnership will receive ALL of the previous perks PLUS:

- Non-food vendor space at the Festival. (min. 10' x 10') (\$370 value/no elec)
- Ad in *The Chamber of Commerce Electronic Newsletter*. (\$75)
- Company logo on Festival T-shirts for one year. (500 printed)
- Additional corporate sponsored time on the Main Stage: professionally announced “give-away”, drawings, etc. for the sponsor’s use. May elect a company spokesperson to represent company or Main Stage Announcer
- Company logo on www.lapeerdays.com (\$180 value)
- 1 Year Chamber membership (**new non-member partners**)

Lapeer Days Parade Entry (\$50 value) A separate parade application must be completed and submitted to the Lapeer Chamber of Commerce office. The form can be found at www.lapeerdays.com or by calling our office at 664-6641

5000+ Partnership Level

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

- ¼ page ad in the Festival tab in The County Press. (\$453 value)
- Back stage hospitality/photo opportunity (*subject to artist.*)
- 2- minute spot on the Main Stage for company spokesperson or Main Stage announcer, with company prepared announcement or “give-away”
- Company banner on the main stage during sponsored act or activity
- Company identification on:
 - **Network Television advertising** reaching Lapeer, Oakland & Genesee Counties. ABC12 & NBC 25 (**\$2370 value**)
 - **Radio spots** – Ex: Townsquare Media: WQUS US 103 & Cars 108, Cumulus Media: CK 105.5 & NASH FM. (**\$4,000 value**)
Sanilac Broadcasting: (**\$600 Value**)

Lapeer Days parade entry (\$50 value) A separate parade application must be completed and submitted to the Lapeer Chamber of Commerce office. The form can be found at www.lapeerdays.com or by calling our office at 664-6641



\$8,000+ Partnership Level

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

- Company banner on the main stage **ONE FULL DAY.**
- **Ad in The Chamber of Commerce Electronic Newsletter** (Includes posting on social media sites and e-mail blast to nearly 400 members (combined 3,000 reach)
- **½ PAGE AD** in the Festival tab of *The County Press*. (\$892 value)
- Company banner on East or West stage **ALL 3 DAYS!**

Lapeer Days parade entry (\$50 value) A separate parade application must be completed and submitted to the Lapeer Chamber of Commerce office. The form can be found at www.lapeerdays.com or by calling our office at 664-6641

\$10,000 Major Partnership Level

This level of Partnership will receive ALL of the previous perks (Levels \$1,000 through \$8,000) PLUS:

- Custom Festival posters available for company offices.
- Company banner on Main Stage all weekend
- 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/print media releases to include the Major Sponsor name.
- Five 5-day Free passes to Carnival. (\$750 value) (can be converted to 25 one-day passes)
- Company logo on Lapeer Days web site.
- AD on Chamber of Commerce website 12 months

Lapeer Days parade entry (\$50 value) A separate parade application must be completed and submitted to the Lapeer Chamber of Commerce office. The form can be found at www.lapeerdays.com or by calling our office at 664-6641

"Fans & Friends of Lapeer Days"

Donations \$50 up to \$999

Donations in this range receive:

- * Company name listed on Lapeer Days Festival Website
- * Company name listed with sponsored event on 500 event schedules distributed during Festival
- * Company name listed in the Chamber of Commerce electronic Newsletter
- * Thank You announcement for your company posted on festival Facebook page.

2022 LAPEER DAYS PARTNERSHIP FORM

Donations of any denomination are very much appreciated. Your donation helps support the 117 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

Contact Person

Address

City/State/Zip

Phone

E-mail: _____

LEVEL:

Please check one:

___ \$1,000 ___ \$3,000 ___ \$5,000 ___ \$8,000 ___ \$10,000 Major Sponsor

___ Friends of Lapeer Days \$50 - \$999

___ I am enclosing my check for \$ _____

___ Please bill me in the amount of \$ _____

___ For CC payments please call the office at 664-6641

THANK YOU FOR YOUR SUPPORT. SEE YOU AT THE FESTIVAL!

Lapeer Area Chamber of Commerce ~ A 501(c)(6) non-profit organization
108 W. Park Street ~ Lapeer, MI 48446
(810) 664-6641