

# 2023 LAPEER DAYS FESTIVAL

August 18 – 20m, 2023

[www.lapeerdays.com](http://www.lapeerdays.com)



## \$1,000+ Partnership Level

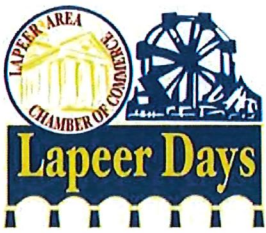
*This level of partnership will receive the advertising opportunities of the following:*

- 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](http://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](http://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](http://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](http://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](http://www.lapeerdays.com) or by calling our office at 664-6641**



## \$3,000+ Partnership Level

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

- Non-food vendor space at the Festival. (min. 10' x 10') (\$370 value/no elec) **Vendor space use is not mandatory but available this level going forward.**
- 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](http://www.lapeerdays.com) (\$180 value)
- 1 Year Chamber membership (**new non-member partners**)

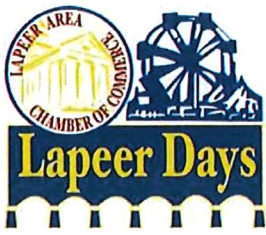
**Lapeer Days Parade Entry (\$50 value) A separate parade application must be completed and submitted to the Lapeer Chamber of Commerce office. The form can be found at [www.lapeerdays.com](http://www.lapeerdays.com) or by calling our office at 664-6641**

## \$5,000+ Partnership Level

*This level of Partnership will receive ALL 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](http://www.lapeerdays.com) or by calling our office at 664-6641**



## **\$8,000+ Partnership Level**

*This level of Partnership will receive ALL 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 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](http://www.lapeerdays.com) or by calling our office at 664-6641**

## **\$10,000 Major Partnership Level**

*This level of Partnership will receive ALL 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, Festival T-shirts 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](http://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.

## 2023 LAPEER DAYS PARTNERSHIP FORM

Donations of any denomination are very much appreciated. Your donation helps support the 120-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

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

**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 \$ \_\_\_\_\_

\_\_\_ Paid with CC