**2024 LAPEER DAYS FESTIVAL**

**August 16 – 18, 2024**

**www.lapeerdays.com**

**"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.

**$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](https://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](https://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.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, and other community Facebook pages*

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

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**$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 elect) **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 Vendor Booth ($370 value) A **separate Vendor application MUST be completed and submitted to the Lapeer Chamber of Commerce office**.

Lapeer Days Parade Entry ($50 value) A **separate parade application MUST be completed and submitted to the Lapeer Chamber of Commerce office**.

The forms 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)**
* 1 Year Chamber membership **(new non-member partners)**

Lapeer Days Vendor Booth ($370 value) A **separate Vendor application MUST be completed and submitted to the Lapeer Chamber of Commerce office**.

Lapeer Days Parade Entry ($50 value) A **separate parade application MUST be completed and submitted to the Lapeer Chamber of Commerce office**.

The forms can be found at [www.lapeerdays.com](http://www.lapeerdays.com) or by calling our office at 664-6641

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**$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!**
* 1 Year Chamber membership **(new non-member partners)**

Lapeer Days Vendor Booth ($370 value) A **separate Vendor application MUST be completed and submitted to the Lapeer Chamber of Commerce office**.

Lapeer Days Parade Entry ($50 value) A **separate parade application MUST be completed and submitted to the Lapeer Chamber of Commerce office**.

The forms 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.
* 1 Year Chamber membership **(new non-member partners)**

Lapeer Days Vendor Booth ($370 value) A **separate Vendor application MUST be completed and submitted to the Lapeer Chamber of Commerce office**.

Lapeer Days Parade Entry ($50 value) A **separate parade application MUST be completed and submitted to the Lapeer Chamber of Commerce office**.

The forms can be found at [www.lapeerdays.com](http://www.lapeerdays.com) or by calling our office at 664-6641

### 2024 LAPEER DAYS PARTNERSHIP FORM

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

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Individual/Organization name

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Contact Person

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address

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City/State/Zip

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

LEVEL: Please check one:

\_\_\_ $10,000 Major Sponsor \_\_\_$8,000 \_\_\_ $5,000 \_\_\_ $3,000

\_\_\_ $1,000 \_\_\_ Friends of Lapeer Days $50 - $999

Payment Method: Please Check one:

\_\_\_I am enclosing my check for $\_\_\_\_\_\_\_

\_\_\_Please bill me in the amount of $\_\_\_\_\_\_

\_\_\_Paid with CC (Please call to pay with CC-810-664-6641)

### Mailing Address:

### Lapeer Area Chamber of Commerce

108 W. Park Street, Lapeer, MI 48446