



# 2024 LAPEER DAYS FESTIVAL

August 16 – 18, 2024

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

## "Friends of Lapeer Days" Donations \$100 up to \$999

### *Donations in this range receive:*

- \* Company name listed on Lapeer Days Festival Website with sponsored event
  - \* Company name listed with a sponsored event on 500 printed event schedules distributed during the Festival
  - \* Company name listed in the Chamber of Commerce electronic Newsletter (**\$75 value**)
  - \* Thank You the announcement for your company posted on festival's Facebook page, Chamber page and community pages
- Newspaper promotion: \$900 value**

## **\$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 (**155,300 in print**):
  - Lapeer County – *The County Press*: 16-page Lapeer Days festival program complete with editorial copy, events, entertainment and activities highlights – 8,500 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*: Lapeer Days full-page, four-color festival ad – 36,800 copies in print
  - 500 print copies of festival program distributed at the festival

### **Newspaper promotion: \$1,800 value**

- Festival Sponsors listed on [www.LapeerDays.com](http://www.LapeerDays.com) on sponsored event
- *Social Media promotion on Chamber of Commerce, Lapeer Days, and other community Facebook pages*

**\*\* All levels: A separate vendor/parade application MUST be completed and submitted to the Lapeer Chamber of Commerce office if you wish to utilize these sponsorship benefits.**

The forms can be found at [www.lapeerdays.com](http://www.lapeerdays.com) or by calling our office at 810-664-6641



## \$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 elect) **Vendor space use is not mandatory but available this level going forward.**
- Ad in *The Chamber of Commerce Electronic Newsletter*. (\$75 value)
- 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) (\$200 value)
- 1 Year Chamber membership (**new non-member partners**)
- Lapeer Days Parade Entry (\$50 value)
  
- **NEW! Social Media video about your business POSTED ON CHAMBER AND COMMUNITY PAGES. This level going forward.**

## \$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. (\$521 value)
- Backstage hospitality/photo opportunity (*subject to artist.*)
- 2- minute spot on the Main Stage for company spokesperson or Main Stage announcer, with a company-prepared announcement or “give-away”
- Company banner on the main stage during sponsored act or activity
- Company identification on all festival outward marketing that includes: TV, Radio & Digital (\$10,000+ Value!)
- 1 Year Chamber membership (**new non-member partners**)
- Lapeer Days Vendor Booth (\$370 value)
- Lapeer Days Parade Entry (\$50 value)

**\*\* All levels: A separate vendor/parade application MUST be completed and submitted to the Lapeer Chamber of Commerce office if you wish to utilize these sponsorship benefits.**

The forms can be found at [www.lapeerdays.com](http://www.lapeerdays.com) or by calling our office at 810-664-6641



## **\$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 400 members/community leaders and dignitaries (combined 3,000+ reach))
- **½ PAGE AD** in the Festival tab of *The County Press*. **(\$925 value)**
- Company banner on West stage **ALL 3 DAYS!**
- 1 Year Chamber membership (**new non-member partners**)
- Lapeer Days Vendor Booth **(\$370 value)**
- Lapeer Days Parade Entry **(\$50 value)**

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

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

- Company banner on Main Stage all weekend
- Right to use official *Lapeer Days Festival* logo.
- Major sponsor promotional material handed out at Chamber Booth.
- All advertising, 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.
- 10 One-day Free passes to Carnival. **(\$250 value)**
- Company logo on Lapeer Days web site.
- 1 Year Chamber membership (**new non-member partners**)
- Lapeer Days Vendor Booth **(\$370 value)**
- Lapeer Days Parade Entry **(\$50 value)**

**\*\*All levels: A separate vendor/parade application MUST be completed and submitted to the Lapeer Chamber of Commerce office. If you wish to use this part of your sponsorship benefits.**

The forms can be found at [www.lapeerdays.com](http://www.lapeerdays.com) or by calling our office at 810-664-6641

## 2024 LAPEER DAYS PARTNERSHIP FORM

Donations of any denomination are very much appreciated. Your donation helps support the more than 121-year tradition of 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

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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 \$100 - \$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