

## Sponsoring the 2024 Imlay City Summer Fest

With an average of 5,000 people attending the past Festivals, sponsorship is an excellent opportunity to promote your business in Imlay City and in Lapeer, Macomb, Sanilac, St. Clare, and Oakland counties while encouraging the economic growth of our community.

This year we bring back a blast from the past along with some exciting new events it will be bigger and better than ever. The Imlay City Area Chamber of Commerce is proud to offer the community free, quality, family entertainment while promoting our region, businesses, and generous sponsors.

The Imlay City Summer Fest Committee and the Imlay City Area Chamber of Commerce greatly appreciate the business community's past support of our Festivals. Each year we expand our media plan and continue to improve the promotional benefits of sponsorship. We look forward to working with you and your business.

### In 2023 Imlay City Summer Fest is extending promotional opportunities to sponsors...

Sponsor presence in high-traffic downtown areas  
Sponsor inclusion in online and social media campaigns  
Sponsor recognition on event programs, banners & website.

### Festival Favorites

Quality entertainment will fill the Main and Lamb Steele Park stages.

Crafters and Vendors in Lamb Steele parking lot.

Children and teens will love the games and activities.

Saturday, August 10<sup>th</sup>, the always entertaining Outhouse Races.

Pickle, Pie and Taco eating contests will continue a yummy tradition.

The Beer Tent will offer cold beverages and a place to meet friends.

Friday and Saturday, August 9<sup>th</sup> & 10<sup>th</sup>. Car & Truck & Bike Show down Third Street on Saturday,

August 10<sup>th</sup>. Friday, August 9<sup>th</sup>, Fireworks at the Fairgrounds.

Saturday afternoon August 10<sup>th</sup>, the 2<sup>nd</sup> Annual Imlay City Summer Fest Parade down Almont Ave.

### Elite Sponsor, \$5,000

#### Onsite

- \*Billboard Logo Recognition (Located on M-53) Must submit no later than July 5<sup>th</sup>, 2024
- \*Prominent logo and text recognition on a banner to be placed prominently at the festival.
- \*Prominent logo and text on large festival banner, exclusive to Premier Sponsors

#### In Print

- \*Prominent Logo recognition on Chamber Newsletter to members, distribution of 130+
- \*Logo recognition on Festival Schedule of events, print run of 2,500
- \*Prominent logo recognition as a premier sponsor of Festival in advertisements in local paper

#### Online

- \*Prominent logo recognition on the Chamber website, Festival Tab with link to your website
- \*Logo recognition through Imlay City Summer Fest social media efforts
- \*Chamber emails to members

#### And More

- \*Premier location free booth space
- \*Business promotional material available at Festival information booth

## **Platinum Sponsor, \$2,500**

### **Onsite**

- \*Prominent logo and text recognition on a banner to be placed prominently at the festival.
- \*Prominent logo and text on large festival banner, exclusive to Premier Sponsors

### **In Print**

- \*Prominent Logo recognition on Chamber Newsletter to members, distribution of 130+
- \*Logo recognition on Festival Schedule of events, print run of 2,500
- \*Prominent logo recognition as a premier sponsor of Festival in advertisements in local paper

### **Online**

- \*Prominent logo recognition on the Chamber website, Festival Tab with link to your website
- \*Logo recognition through Imlay City Summer Fest social media efforts
- \*Chamber emails to members

### **And More**

- \*Premier location free booth space
- \*Business promotional material available at Festival information booth

## **Gold Sponsor, \$2,000**

### **Onsite**

- \*Prominent logo and text on large festival banner, exclusive to Premier Sponsors
- \*Logo and text recognition on 1 banner exclusive to Premier Sponsors

### **In Print**

- \*Prominent Logo recognition on Chamber Newsletter to members, distribution of 130+
- \*Logo recognition on Festival schedule of events, print run of 2,500
- \*Text recognition as a premier sponsor of Festival in advertisements in local paper

### **Online**

- \*Prominent logo recognition on the Chamber website, Festival Tab with link to your website
- \*Logo Recognition through Imlay City Summer Fest social media efforts
- \*Chamber emails to members

### **And More**

- \*Premier location free booth space
- \*Business promotional material available at Festival information booth

## **Silver Sponsor, \$1,500**

### **Onsite**

- \*Prominent logo on medium festival banner, exclusive to Premier Sponsors
- \*Logo recognition on 1 banner exclusive to Premier Sponsors

### **In Print**

- \*Prominent text recognition on Chamber Newsletter to members, distribution of 130+
- \*Text recognition on Festival Programs, print run of 2,500

### **Online**

- \*Prominent logo recognition on the Chamber website, Festival Tab with link to your website
- \*Logo recognition through Imlay City Summer Fest social media efforts
- \*Chamber emails to members

## **And More**

\*Premier location free booth space

## **Bronze Sponsor, \$1000**

### **Onsite**

\*Logo and text recognition on 18x24 sign at Festival

### **In Print**

\*Text recognition on Festival Programs, print run of 2500  
print run of 2,500

\*Text recognition on Chamber Newsletter to members, distribution of 130+

### **Online**

\*Logo recognition on the Chamber website Festival Tab

\*Logo recognition through Imlay City Summer Fest social media efforts

\*Chamber emails to members

## **And More**

\*Premier location free booth space

## **Contributing Sponsor, \$500**

### **Onsite**

\*Text recognition on Friends of the Chamber 18x24 sign

### **In Print**

\*Text recognition on Chamber Newsletter to members, distribution of 130+

### **Online**

\*Text recognition on the Chamber website Festival Tab

\*Text recognition through Imlay City Summer Fest social media efforts

## **Friend of the Festival, \$250**

### **Online**

\*Text recognition on the Chamber website Festival Tab

\*Text recognition on the Imlay City Summer Fest Facebook page

## **Community Supporter, \$100**

### **Online**

\*Text recognition on the Imlay City Summer Fest Facebook page

\*\*\*All sponsors will be listed on the Thank You that will be printed in the Tri-City Times.

**Imlay City Summer Fest**

**August 9<sup>th</sup> & 10<sup>th</sup>, 2024**

For questions contact: Chris Bishop @ 810-542-3256



## 2024 Imlay City Summer Fest Sponsorship Form

Thank you for your sponsorship. Please complete this form and return it by July 19, 2024.

Imlay City Area Chamber of Commerce  
P.O. Box 312  
Imlay City, MI 48444

Please make checks payable to: **Imlay City Festival**

Name of Business/Organization as it is to Appear in All Promotional Material:

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

2023 Imlay City Summer Fest Sponsorship \$ \_\_\_\_\_

Submitted By: \_\_\_\_\_