

Sponsorship Proposal



The City of Lincoln Park Cinco de Mayo Festival

May 7, 2016

11am-8pm



Who We Are:

The Lincoln Park Cinco De Mayo Festival is organized and put on by downriver and southwest Detroit volunteers with support from the City of Lincoln Park and its Downtown Development Authority and Economic Development Corporation. The Lincoln Park Cinco De Mayo Celebration Planning Committee is a group of dedicated residents, vendors, business owners and friends that have partnered with the Downtown Development Authority and Economic Development Corp. of Lincoln Park to organize a family friendly cultural celebration for the communities of "Downriver" and Southwest Detroit.

What We Intend to Accomplish:

- 1. Increase our attendance to approximately 1000+ people.** Last year's premier event was very successful despite relying primarily on word of mouth and social media to get the word out. This year, we already have increased vendor and surrounding business interest and are scheduled to sell-out of vendor booth spots. Also, to build upon the success and momentum of last year's festival, we plan to advertise strategically using print and social media, flyers, and business relationships throughout downriver and Southwest Michigan.
- 2. Track attendance and build a database of festival attendees.** We are in the process of creating a free entry raffle where guests may win a grand prize for filling out a raffle ticket that will include contact information. This contact information will allow us to track and record festival guest attendance as well as use this information to build a database of attendees. This database will allow us to remind and target past participants encouraging greater attendance for years to come.
- 3. Include 40+ Local Vendors.** Last year we attracted a diverse, well balanced group of vendors. We have accepted vendor applications a month earlier this year and are on target to build upon last year's list of vendors to maximize the diversity and quality of food, merchandise and information at our event. Space is limited and we are on schedule to sell-out of available vendor space well before the event.



4. **Develop Greater Visibility and Value For Our Sponsors.** Building upon lessons learned, we have changed the location of the festival increasing visibility for our sponsors, better space for our vendors and better accessibility and parking for our attendees. We are very excited about the improved stage that we hope to contract. The stage offers a greater amount of space and visibility for banners that promote our generous sponsors. Visit the below link to view the stage will hope to include with your generous support: <https://www.youtube.com/watch?v=jzJVBvLIX70>

How You Can Participate:

We offer a wide variety of sponsorship levels that fit the goals and budget of businesses and organizations of any size. The projected budget for this year's event is approximately **\$20,000**. A sponsorship form including a breakdown of sponsorship level benefit is included in this packet. We greatly appreciate your consideration.

For more information contact Giles Tucker at (313) 386-1800 Ext. 1289

| Sponsorship Levels: | Title (1 each.) | Platinum | Gold | Silver | Bronze | Patron | Supporter | Friend |
|---|---------------------------|------------------|-----------------|-----------------|----------------|---------------|------------------|---------------|
| | \$ 15,000 | \$ 10,000 | \$ 5,000 | \$ 3,000 | \$1,000 | \$500 | \$250 | \$100 |
| Title Sponsor level inclusion on Cinco de Mayo Banner, T-shirts and Posters/Flyers, opportunity to speak at opening, Social Media Title Sponsor listing following event | X | | | | | | | |
| I Social Media Story featuring sponsorship | X | X | | | | | | |
| Prominent inclusion on Cinco de Mayo Banner, Posters/Flyers, | | X | X | | | | | |
| Thank you award given at event | X | X | X | X | | | | |
| Sponsorship level listing on banner | X | X | X | X | X | X | | |
| Inclusion on posters and flyers | X | X | X | X | X | X | X | |
| I Social Media mention | X | X | X | X | X | X | X | X |
| Social Media sponsorship level listing following event | X | X | X | X | X | X | X | X |

Event Overview:

Entertainment

- 11:00am-11:30am Opening Ceremony and Presentation of Colors by American Legion Post 505.
- 11:45am-8:00pm Music and traditional dance performances; live DJ and dancing.

Children's Activities

- 1:00pm-4:00pm Arts and Scraps
- 2:00pm-6:00pm Face Painting

Vendors

- 11:00am-8:00pm

Raffle

- 11:00am-8:00pm, Winner chosen at 7PM

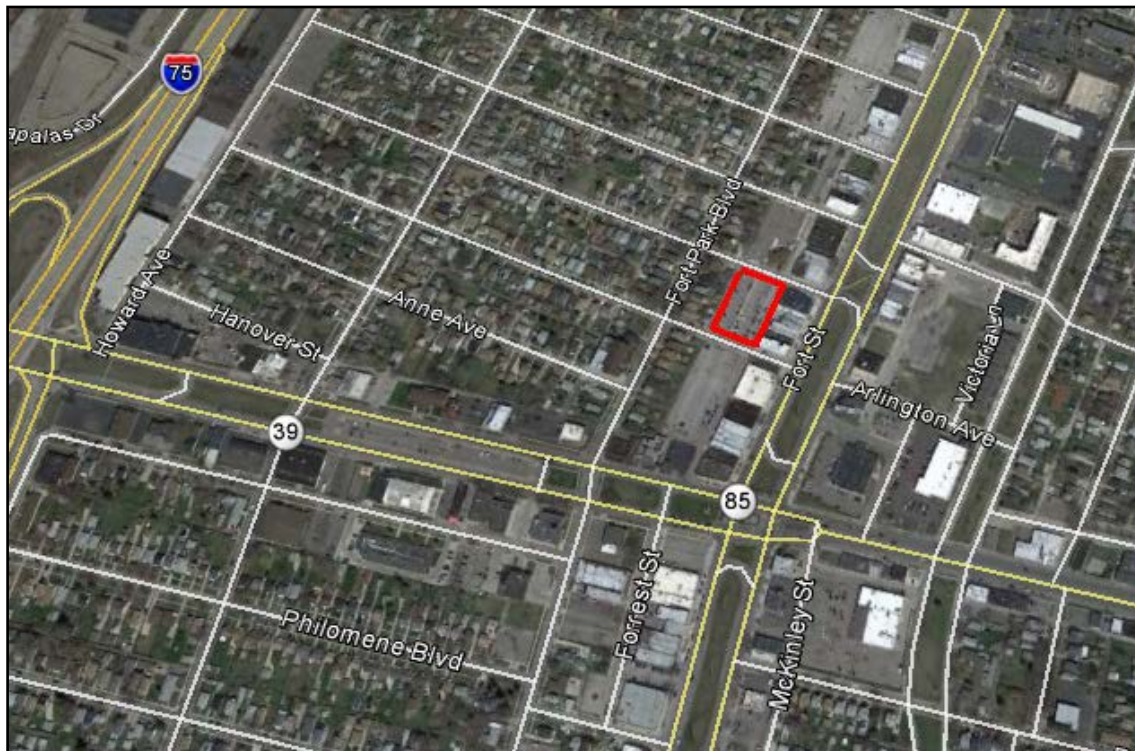


Past News Links:

<http://www.thenewsherald.com/articles/2015/04/10/news/doc5527ff16969c9495056632.txt?viewmode=fullstory>

<http://www.thenewsherald.com/articles/2015/05/01/news/doc5543a0d74033c913654198.txt>

Where: 1660 Fort Street (City Lot Behind Fort Street Brewery)



For more information contact
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Lincoln Park Cinco De Mayo Sponsor Form May 7, 2016

Yes, I would like to sponsor:

Level: Title \$15,000 (one available)
 Platinum \$10,000 Gold \$5,000 Silver \$3,000 Bronze \$1,000
 Patron \$500 Supporter \$250 Friend \$100 Other _____

Name as it should appear on publicity

Contact Name

Contact Phone

Contact Email

Company Name

Mailing Address

City _____ State _____ Zip _____ County _____

Phone (business) _____ (home) _____ (cell) _____

Signature _____ Date _____

*Make checks payable to: **Lincoln Park DDA***

Mail to: Lincoln Park DDA
1355 Southfield Road
Lincoln Park, MI 416

*Logos must be received by April 1 and should be sent to Giles Tucker: gtucker@citylp.com
/ 313.386.1800 ext. 1289*