

# FESTIVAL ON THE BAY

AUGUST 14-15, 2015



Live Music

Family Fun

Great Food

## Help Support Petoskey's 13th Annual Festival on the Bay

Festival on the Bay looks to our community to help us provide great entertainment and family fun. As a festival sponsor, your generosity and support will send a positive message to residents, tourists and businesses alike that you are a strong supporter of our economy and quality of life.

Every year, visitors enjoy great music inside the Entertainment Tent and a fun Children's Area all weekend. Other activities include BBQ Competition, a Teen Dance, Chalk & Chocolate Festival, Youth Fishing Derby, Arts and Crafts Show, and so much more!

Please consider supporting this great community event. There are several levels of sponsorships available as shown on the next sheet. If your business has a particular activity or event that you would like to sponsor, please let us know your preference.

PETOSKEY WATERFRONT

PETOSKEYFESTIVAL.COM



August 14 - 15, 2015  
231-347-4150

Brought to you by the Petoskey Regional Chamber of Commerce [www.petoskeychamber.com](http://www.petoskeychamber.com)



# INVESTMENT FORM

Business Name: \_\_\_\_\_

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

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

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

e-mail: \_\_\_\_\_

## Level of Investment:

\_\_\_\_\_ \$5,000 Sponsor (Circle Preference) Entertainment Tent | Volunteers

\_\_\_\_\_ \$4,000 Children's Area Sponsor

\_\_\_\_\_ \$2,500 Information Booth Sponsor

\_\_\_\_\_ \$2,000 Sponsor (Circle Pref.) BBQ on the Bay | BBQ Media | Shuttle

\_\_\_\_\_ \$1,500 Sponsor (Circle Pref.) Headliner Music | Steel Drum Band

\_\_\_\_\_ \$1,000 Sponsor (Circle Pref.) Schedule of Events | Petting Zoo | BBQ Product | Solar Wine on the Water | Silent Disco | Promenade Music | Fight for the Festival

\_\_\_\_\_ \$500 Celebration of the Sunset Sponsor

\_\_\_\_\_ \$500 Supporting Sponsor (Circle Pref.) BBQ Prize | Fight for the Festival media | Teen

\_\_\_\_\_ \$250 Supporting Sponsor (Circle Pref.) Friends of the Festival | Auto Group

## Method of Payment:

\_\_\_\_\_ Check Enclosed (Payable to Petoskey Regional Chamber of Commerce)

\_\_\_\_\_ Bill Me

In order to insure that all sponsors get listed in promotional materials for Festival on the Bay, sponsorship payment must be received by **June 1, 2015**.

Mail to Lisa Hoyt at the Petoskey Regional Chamber of Commerce

401 E. Mitchell St., Petoskey, MI 49770

Or Fax to 231-348-1810

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# SPONSOR LEVELS

## **\$5,000 ENTERTAINMENT TENT SPONSORSHIP**

Logo on information page in the program  
Signs/Banners in your title area  
Logo on sponsor page in the program  
Logo on front Page of the website  
Mention in all entertainment press releases  
10x10 booth space in the Entertainment Area  
Mention on recorded message played on Shuttle  
Weekly mention on Festival on the Bay FB page  
Monthly sponsored FB post

## **\$5,000 VOLUNTEER SPONSORSHIP**

Logo on information page in the program  
Signs/Banners in your title area  
Logo on sponsor page in the program  
Logo on front Page of the website  
Mention on recorded message played on Shuttle  
Weekly mention on Festival on the Bay FB page  
Logo on committee shirts  
Thank you gift for volunteers

## **\$4,000 CHILDREN'S AREA SPONSORSHIP**

Logo on children's area page in the program  
Signs/Banners in your title area  
20X20 booth space  
Logo on sponsor page in the program  
Logo on front page of the website  
Mention on recorded message played on Shuttle  
Weekly mention on Festival on the Bay FB page  
Additional sponsorship  
• Petting Zoo - \$1,000

## **\$2,500 INFORMATION BOOTH SPONSORSHIP**

Logo on information page in the program  
Signs/Banners in your title area  
Logo on sponsor page in the program  
Logo on front page of the website  
Mention on recorded message played on Shuttle  
Monthly mention on Festival on the Bay FB page

## **\$2,000 SHUTTLE SPONSORSHIP**

Logo on information page in the program  
Logo on sponsor page in the program  
Logo on event page of the website  
Signage on Shuttle  
Signage at pick-up/drop-off locations  
Mention on recorded message played on Shuttle  
Monthly mention on Festival on the Bay FB page

## **\$2,000 BBQ ON THE BAY SPONSORSHIP**

Logo on information page in the program  
Signs/Banners in your title area  
Logo on sponsor page in the program  
Logo on event page of the website  
Present trophy to winning griller  
Logo on registration form  
Mention on recorded message played on Shuttle  
Monthly mention on Festival on the Bay FB page  
Weekly mention on Festival FB page for June & July  
Celebrity judge spot  
Additional sponsorships  
• Media Sponsor - \$2,000  
• Product Sponsor - \$1,000 (2 available)  
• Prize Sponsor - \$500 (2 available)

## **\$1,500 HEADLINER MUSIC SPONSORSHIP**

Logo on information page in the program  
Signs/Banners in your title area  
Logo on sponsor page in the program  
Logo on event page of the website  
Mention on recorded message played on Shuttle  
Monthly mention on Festival on the Bay FB page  
Sponsor headliners for both nights for \$2,500

## **\$1,500 STEEL DRUM BAND SPONSORSHIP**

Introduce the Steel Drum Band  
Signs/Banners in your title area  
Logo on sponsor page in the program  
Logo on event page of the website  
Mention on recorded message played on Shuttle  
Monthly mention on Festival on the Bay FB page

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# SPONSOR LEVELS

## **\$1,000 WINE ON THE WATER SPONSORSHIP**

Logo on information page in the program  
Signs/Banners in the Wine on the Water area  
Logo on sponsor page in the program  
Logo on event page of the website  
Mention on recorded message played on Shuttle  
Monthly mention on Festival on the Bay FB page

## **\$1,000 SOLAR SPONSORSHIP**

Logo on information page in the program  
Signs/Banners in your title area  
Logo on sponsor page in the program  
Logo on event page of the website  
Mention on recorded message played on Shuttle  
Monthly mention on Festival on the Bay FB page

## **\$1,000 PROMENADE MUSIC SPONSORSHIP**

Logo on information page in the program  
Signs/Banners in your title area  
Logo on sponsor page in the program  
Logo on sponsor page of the website  
Mention on recorded message played on Shuttle  
Monthly mention on Festival on the Bay FB page  
Mention from artist during every performance

## **\$1,000 FIGHT FOR THE FESTIVAL SPONSORSHIP**

Logo on promotional posters for Fight for the Festival  
Mentioned in all Fight for the Festival radio ads  
Listing on sponsor page of the program  
Weekly mention on Festival on the Bay FB page through end of competition  
Weekly mention on Fight for the Festival FB page through end of competition  
Additional sponsorship  
• Advertising Sponsor - \$500

## **\$1,000 SCHEDULE OF EVENTS SPONSORSHIP**

Logo on schedule page in the program  
Logo on sponsor page in the program  
Logo on schedule page of the website  
Mention on recorded message played on Shuttle  
Monthly mention on Festival on the Bay FB page

## **\$500 TEEN AREA SPONSORSHIP**

Logo on information page in the program  
Signs/Banners in your title area  
Logo on sponsor page in the program  
Logo on sponsor page of the website  
Sponsor teen area for both nights for \$750

## **\$500 CELEBRATION OF THE SUNSET SPONSORSHIP**

Logo on information page in the program  
Listing on sponsor page in the program  
Mention during Celebration of the Sunset  
Logo on sponsor page in the program

## **\$250 FRIENDS OF THE FESTIVAL SPONSORSHIP**

Logo on information page in the program  
Listing on sponsor page in the program  
Listing on sponsor page in the website

## **\$250 AUTO GROUP SPONSORSHIP**

Park 3 vehicles in the outfield during Festival  
Listing on sponsor page in the program

20,000 copies of the Festival on the Bay programs are printed and circulated at 400 distribution points around the area.

The Petoskey Festival on the Bay FB page currently has 1,800 likes...and keeps growing.

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