



Friday thru Sunday, Aug 4 – 6, 2017

The 2017 RiverFest Committee and the Vassar Chamber of Commerce invite you to participate in this exciting local event. We are planning for another great festival featuring a car show, parade, hot air balloons, and other family focused activities.

The 2017 **Car Show Raffle** prize is a 2017 Kawasaki Mule. Tickets are \$10 each and only 3,000 will be sold. The raffle becomes a 50/50 if all tickets are not sold.

We invite our local businesses and non-profit organizations to help make RiverFest successful for the community by participating in any of the following:

- **BE A SPONSOR!** Select one of the many events on the enclosed information sheets. Donations may be either monetary or in the form of goods or services for the event or its prizes.
- **VOLUNTEER!** Most of our activities need a hero for a few hours. Please contact the RiverFest Committee and we will find an exciting opportunity for you to enjoy.
- **BRING YOUR BUSINESS TO THE FEST!** Set up a booth to sell your products &/or services. Contact the committee for ideas on how to promote your business/group to our visitors.
- **DONATE PROMOTIONAL ITEMS!** We will place your flyers, coupons or merchandise samples in “goody bags” given to our car show registrants.
- **HOST YOUR OWN RIVERFEST EVENT!** Create your own free or low cost family friendly event to help us expand RiverFest and promote your organization at the same time.

A member of the RiverFest Committee will contact you to discuss these opportunities and to partner with us to display information and promote the Car Show 2017 Raffle. We meet at the Vassar Historical Society and Museum building on the first Wednesday of the month at 6:00 P.M. Please join us to see what we can do together.

Please contact us if you have questions or suggestions and **return the completed Sponsor form to:**

Vassar RiverFest Committee, c/o Drew Stark, 3741 Wilder Road, Vassar MI 48768

Telephone Drew Stark at 989.274.5396 or email: sponsorship@VassarRiverFest.org

Sincerely,

2017 RiverFest Committee and the Vassar Chamber of Commerce Board of Directors

RiverFest Sponsorship Levels for 2017

RiverFest Presenting Sponsor: Donation Level - \$5000.00

Benefits include:

- 4'x10' banner at festival grounds
- Business name listed in prominent location on parade float
- Prominent listing on all paper marketing material not already in production
- Listing on web site and Facebook event page
- 20'x20' space on festival grounds to set up promotional display
- Opportunity to place flyer or advertising item with company logo (promotional item provided by sponsoring business) into car show promotional bags
- 30"x 8' banner to be carried in parade as Parade Marshall sponsor

Hot Air Balloon Launch & Glow

Primary Event Sponsorship: Donation Level - \$2500.00

Benefits include:

- A 4'x10' banner at the Balloon Launch Site for duration of event and moved to festival grounds for the remainder of festival
- Listing on all paper marketing material not already in production
- Listing on web site and Facebook event page
- Business info printed on 500 promotional flyers to be handed out to every spectator attending the event and at the info booth
- Opportunity to place advertising item with company logo into car show promotional bags (promotional item provided by sponsoring business)
- A 20'x20' space on festival grounds to set up promotional display

Secondary Event Sponsors: Donation Level - \$1000.00 or \$500

Benefits include:

- A 2' X 3' banner attached to the basket of a Hot Air Balloon
- Listing on all paper marketing material not already in production
- Listing on web site and Facebook event page
- Opportunity to place flyers or advertising item with company logo (promotional item provided by sponsoring business) in car show sponsor bags (\$1000 sponsors)
- A 10' x 12' space on festival grounds to set up promotional display (\$1000 sponsors)

Car Show

Primary Event Sponsorship: Donation Level – \$2500.00

Benefits include:

- A 4'x10' banner hung at sponsored event for duration of event and moved to festival grounds for the remainder of festival
- Listing on all paper marketing material not already in production
- Listing on web site and Facebook event page
- Opportunity to place flyer or advertising item with company logo (promotional item provided by sponsoring business) into car show promotional bags
- A 20'x20' space on festival grounds to set up promotional display
- Business info printed on promotional bags to be handed out to every car show registrant

Secondary Event Sponsors: Donation Level – \$1000.00

Benefits include:

- 3' x 8' banner hung at event and moved to festival grounds for the remainder of festival
- Listing on all paper marketing material not already in production
- Listing on web site and Facebook event page
- Opportunity to place flyers or advertising item with company logo (promotional item provided by sponsoring business) in car show sponsor bags
- A 10' x 12' space on festival grounds to set up promotional display

Car Show Prize Sponsor: Donation Level – \$250.00

(May accept goods or services in place of cash)

Benefits include:

- Listing on Festival itinerary
- Listing on web site and Facebook event page
- Opportunity to place flyer or advertising item with company logo (promotional item provided by sponsoring business) into car show promotional bags

Canoe Races

Primary Event Sponsorship: Donation Level – \$1250.00

Benefits include:

- A 4'x10' banner hung at sponsored event for duration of event and moved to festival grounds for the remainder of festival
- Listing on all paper marketing material not already in production
- Listing on web site and Facebook event page
- Opportunity to place flyer or advertising item with company logo (promotional item provided by sponsoring business) into car show promotional bags
- A 20'x20' space on festival grounds to set up promotional display

Secondary Event Sponsors: Donation Level – \$500.00

Benefits include:

- 3' x 8' banner hung at event and moved to festival grounds for the remainder of festival
- Listing on all paper marketing material not already in production
- Listing on web site and Facebook event page
- Opportunity to place flyers or advertising item with company logo (promotional item provided by sponsoring business) in car show sponsor bags
- A 10' x 12' space on festival grounds to set up promotional display

Spectacular Me Pageant & Talent Show or the ***Children's Workshop*** or our ***Family Games & Activities***

Primary Event Sponsorship: Donation Level – \$500.00

Benefits include:

- A 3'x8' banner hung at sponsored event for duration of event (held at the festival grounds)
- Listing on all paper marketing material not already in production
- Listing on web site and Facebook event page
- Opportunity to place flyer or advertising item with company logo (promotional item provided by sponsoring business) into car show promotional bags
- A 20'x20' space on festival grounds to set up promotional display

T-shirt Sponsor: Donation Level – \$500.00

(May accept goods or services in place of cash)

Benefits include:

- Listing on Festival itinerary
- Listing on web site and Facebook event page
- Opportunity to place flyer or advertising item with company logo (promotional item provided by sponsoring business) into car show promotional bags
- Secondary listing on “additional sponsors” banner
- Name prominently displayed on approx. 50 volunteer t-shirts. Sponsor can request specific color shirts, but because of need for visibility at festival and potential safety concerns (car show) the *RiverFest* Committee makes final decision on t-shirt color.

Supporting Sponsor: Donation Level – \$250.00

Benefits include:

- Listing on Festival itinerary
- Listing on web site and Facebook event page
- Opportunity to place flyer or advertising item with company logo (promotional item provided by sponsoring business) into car show promotional bags

Volunteer Sponsor: Donation level – \$250.00

(May accept goods or services in place of cash)

Benefits include:

- Listing on Festival itinerary
- Listing on web site and Facebook event page
- Opportunity to place flyer or advertising item with company logo (promotional item provided by sponsoring business) into car show promotional bags

Recognition Sponsor: Donation level – \$100.00

Benefits include:

- Listing on festival flyer
- Listing on web site and Facebook event page
- Opportunity to place flyer or advertising item with company logo (promotional item provided by sponsoring business) into car show promotional bags

RiverFest Sponsor: Donation level – \$50.00

Benefits include:

- An 18” X 24” sign placed on M-15 (if sponsorship is specific to the Balloon Launch & Glow the signs are placed at the launch site and moved to M-15 for the remainder of RiverFest)

Chamber Membership

In addition to sponsorship levels listed above, all current Chamber members in good standing have the opportunity to:

- Submit up to 500 flyers, discount coupons or other promotional items for inclusion in the car show handout bags.
- A 10'x12' space on festival grounds to set up promotional display

Please note:

In addition to individual sponsor level benefits, all donations of \$50.00 (cash or goods/services) will have an 18" x 24" sign on M-15 with their company name. Any amount of sponsorship monies can be applied to a specific event upon request. Value of in-kind donations will be applied toward sponsorship level, but cash donations will take precedence when sponsorship requests are honored. Sponsorships will be accepted up to the week preceding the festival, but listed benefits like banners or appearance on printed materials will be cut off earlier. To guarantee all benefits please have sponsorship commitment in by June 24, 2017.

We are limited to a single primary event sponsorship for each event. We are limited to the number of participating balloons for secondary event sponsorships for the Hot Air Balloon Launch & Glow; priority will be given to the \$1000 over the \$500 secondary sponsorships. For all sponsored events, priority will be given on a first-come, first served basis for otherwise equal sponsorship. We will notify any potential sponsor if we no longer have availability of a particular sponsorship.



Sponsor Name: _____
(please write business name as you wish it to appear on printed material)

Sponsor Address: _____

Contact Name: _____ Phone: _____

Yes, I want to be a sponsor for Vassar RiverFest 2017! (Please mark the level of sponsorship)

RiverFest Presenting Sponsor _____ \$5000

Hot Air Balloon Launch & Glow

_____ \$2500 _____ \$1000 _____ \$500

Car Show

_____ \$2500 _____ \$1000 _____ \$250

Canoe Races

_____ \$1250 _____ \$500

Spectacular Me

_____ \$500

Childrens' Workshop

_____ \$500

Family Games & Activities

_____ \$500

Tshirt Sponsor

_____ \$500

Supporting Sponsor _____ \$250

Volunteer Sponsor _____ \$250

Recognition Sponsor _____ \$100

RiverFest Sponsor _____ \$50

Please contact me about donating goods or services _____

Please contact me about joining the Vassar Chamber of Commerce _____

Notes: _____

Mail to: Vassar RiverFest Committee, c/o Drew Stark, 3741 Wilder Road, Vassar MI 48768
If you have any questions please call Drew Stark at 989.274.5396