



2020

Sponsorships



SUMMERFEST IN MARYSVILLE
JUNE 18-21, 2020



UNCLE SAM JAM
JULY 9-12, 2020



ST CLAIR RIVERFEST
JULY 24-26, 2020

TITLE SPONSORSHIP

\$30,000

INVESTMENT

The highest level partner available.
maximum visibility and marketing
impressions before, during, and after the
festival.



MARKETING BENEFITS

(VARIES PER FESTIVAL)

- Recognition as title sponsor of the festival
- Logo Integrated into the festival logo
- Name and logo in all TV commercials (dedicated media buy)
- Name mentioned in all radio advertising
- Name and logo in all print material (including advertisements)
- Sponsor recognition on all electronic video screens displayed at festival
- (commercial & logo)
- Announcement of sponsorship in statewide news releases
- Logo and link on every page of the festival website
- Banner ad on the festival website home page
- Right to use Festival's name and logo for advertising and promotional purposes
- (logo provided by festival; all pieces must be approved by festival)
- Social media posts and promotions via Facebook and Instagram
- Logo on all email blasts
- Exhibit space on site at festival for promotional activities
- VIP concert tickets
- All day carnival wristband

ATTRACTION SPONSORSHIP

\$10,000
INVESTMENT

Boat Race Presenting Sponsorship

National Stage Sponsorship

National Act Presenting Sponsorship

National Stage VIP Area Sponsorship

Fireworks Presenting Sponsorship

Carnival Presenting Sponsorship

Attractions Presenting Sponsorship



MARKETING BENEFITS (VARIES PER FESTIVAL)

- Recognition as an official sponsor of the festival
- Name mentioned in all radio and TV advertising pertaining to the attraction
- Name/logo in all print material (including advertisements)
- Sponsor recognition on all electronic video screens displayed at festival
 - (commercial & logo)
- Logo and link on the festival website
- Banner ad on the festival website home page
- Right to use Festival's name and logo for advertising and promotional purposes
 - (logo provided by festival; all pieces must be approved by festival)
- Social media posts and promotions via Facebook and Instagram
- Logo on all email blasts pertaining to sponsorship
- Exhibit space on site at festival for promotional activities
- VIP concert tickets
- All day carnival wristbands

GOLD SPONSORSHIP

\$2,500
INVESTMENT

MARKETING BENEFITS (VARIES PER FESTIVAL)

- Recognition as an official sponsor of the Festival
- 1 10'x10' space at festival all weekend long
- Up to 5 banners visibly displayed at festival
 - Provided and paid for by sponsor
- Sponsor recognition on all electronic video screens displayed at festival
- (commercial & logo)
- Logo and link on the festival website
- Right to use Festival's name and logo for advertising and promotional purposes
 - (logo provided by festival; all pieces must be approved by festival)
- Social media posts and promotions via Facebook and Instagram
- Dedicated email blast for sponsor
- VIP concert tickets
 - Amount varies per festival due to capacity. Not available at Summerfest
- All day carnival wristbands
 - 12 all day ride passes at Uncle Sam Jam and Summerfest. Not available at St. Clair Riverfest



SILVER SPONSORSHIP

\$1,500
INVESTMENT

MARKETING BENEFITS (VARIES PER FESTIVAL)

- Recognition as an official sponsor of the Festival
- Sponsor recognition on all electronic video screens displayed at festival
 - (commercial & logo supplied by sponsor)
- Logo and link on the festival website
- Use of sponsor supplied banner on festival website
- 2 banners visibly displayed at festival
 - Provided and paid for by sponsor
- Social media posts and promotions via Facebook and Instagram
- VIP concert tickets
 - Amount varies per festival due to capacity. Not available at Summerfest
- All day carnival wristbands
 - 8 all day ride passes. Not available at St. Clair Riverfest



BRONZE SPONSORSHIP

\$750
INVESTMENT

MARKETING BENEFITS (VARIES PER FESTIVAL)

- Recognition as an official sponsor of the Festival
- Sponsor recognition on all electronic video screens displayed at festival
 - (commercial & logo supplied by sponsor)
- Logo and link on the festival website
- VIP concert tickets
 - Amount varies per festival due to capacity. Not available at Summerfest
- All day carnival wristbands
 - 4 all day ride passes. Not available at St. Clair Riverfest





Thank you for taking the time to review
sponsorship opportunities with Funfest events.
Looking forward to working with you.

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