



2016 SPONSORSHIP

EVENT DESCRIPTION

Now entering its 44th year, Dexter Daze is a celebration bringing together community, arts and entertainment for two summer days and nights in downtown Dexter. This year Dexter Daze will be held on **Friday August 12th and Saturday August 13th**. The festival includes over 100+ art, business and food booths, multiple music stages, as well as dozens of activities and events for individuals and families.

Our goal is to continue to provide quality activities that are free for festival goers of all ages. We pride ourselves on being Dexter's largest, most accessible and attended community and entertainment experience. The festival could not happen without the generous support of our community and business sponsors.

SPONSORSHIP BENEFITS & VALUE PROPOSITION

Festival sponsorships offer opportunities to build brand awareness, drive traffic to your business, launch new products or services, and connect with your consumers in a fun and relaxed atmosphere. Sponsors receive benefits such as frequent brand exposure through naming mentions on-site as well as in publicity and promotion. With exposure to over 5,000+ attendees all sponsors benefit from the demonstrated commitment to community and quality of life.

SPONSORSHIP LEVELS

1.	Festival Lead Sponsor	\$3,000 - \$6,000
2.	Presenting Sponsor	\$1,200 - \$1,500
3.	Supporting Sponsor	\$500 - \$1,000
4.	Friends of Dexter Daze	< \$500

FESTIVAL LEAD SPONSOR

Description: As a Festival Lead Sponsor your company will have exclusive naming rights and sponsorship for the entire festival. You may choose 1 of 4 main event attractions to represent. This opportunity includes premium and exclusive marketing rights for your company and recognition as a distinct festival sponsor.

DEXTER DAZE FIREWORKS



Price: \$6,000

Description: Event finale Firework display over Mill Creek Saturday August 13th.

Exclusive Benefits:

- Company Name and Logo on Dexter Daze Billboard as presenting sponsor for Month preceding event (\$1,600 value)
- Company Name, Logo and Link on Dexter Daze Website
- Company Name and Logo on Event Posters
- Company Name on Brochure
- Verbal Recognition by emcees on night of sponsorship
- Festival Branding- ability to use Dexter Daze name, logo and web link on company's sponsor related marketing and promotional efforts
- Opportunity to set up branded pop-up tent to promote company through sampling and demonstration before event.
- Opportunity for Airtime on the Live Lucy Ann Lance talk show to discuss company

MAIN STAGE GAZEBO



Price: \$6,000

Description: Main Stage Headline Musical Performances Friday and Saturday in Monument Park

Exclusive benefits:

- Company Name and Logo on Dexter Daze Billboard as presenting sponsor for Month preceding event (\$1,600 value)
- Exclusive Naming Rights for stage- The "Your Company" Main stage on all promotional material and stage banner.
- Opportunity to set up branded pop-up tent to promote company through sampling and demonstration for entire festival.
- Festival Branding- ability to use Dexter Daze name, logo and web link on company's sponsor related marketing and promotional efforts
- Verbal Recognition by emcees on night of sponsorship
- Opportunity for Sponsorship rep to be invited on stage to welcome festival goers and to present company message before each performance.
- Company Name, Logo and Link on Dexter Daze Website
- Company Name and Logo on Event Posters
- Company Name on Brochure
- Opportunity for Airtime on the Live Lucy Ann Lance talk show to discuss company message

MILL CREEK FAMILY PARK



Price: \$6,000

Description: Two day Family Entertainment , Activities and Booths in Mill Creek Park

Exclusive benefits:

- Company Name and Logo on Dexter Daze Billboard as presenting sponsor for Month preceding event (\$1,600 value)
- Exclusive Naming Rights for event- The “Your Company” Family Park on all promotional material and visible park banner.
- Opportunity to set up branded pop-up tent to promote company through sampling and demonstration for entire festival.
- Festival Branding- ability to use Dexter Daze name, logo and web link on company’s sponsor related marketing and promotional efforts
- Verbal Recognition by emcees during festival
- Opportunity for Sponsorship rep to be invited on stage to welcome festival goers and to present company message before performances.
- Company Name, Logo and Link on Dexter Daze Website
- Company Name and Logo on Event Posters
- Company Name on Brochure
- Opportunity for Airtime on the Live Lucy Ann Lance talk show to discuss company message

CHALK THE BLOCK



Price: \$3,000

Description: Saturday August 13th all day Street Art in Town.

Exclusive benefits:

- Company Name and Logo on Dexter Daze Billboard as presenting sponsor for Month preceding event (\$1,600 value)
- Exclusive Naming Rights for event- Chalk the Block by “Your Company” on all promotional material and visible park banner.
- Opportunity to set up branded pop-up tent to promote company through sampling and demonstration during the event.
- Festival Branding- ability to use Dexter Daze name, logo and web link on company’s sponsor related marketing and promotional efforts
- Verbal Recognition by emcees during festival
- Company Name, Logo and Link on Dexter Daze Website
- Company Name and Logo on Event Posters
- Company Name on Brochure
- Opportunity for Airtime on the Live Lucy Ann Lance talk show to discuss company message

PRESENTING SPONSOR

Description: Presenting sponsors are non exclusive sponsorship opportunities that are in limited supply and will be available if a lead sponsor is not-assigned to the event. They include recognition for sponsoring individual bands, activities and events.

Main Stage Band Sponsor: (4) Available

Price: \$1,500

Benefits:

- Sponsor Recognition on festival signage
- Name, Logo and Link on Dexter Daze Website
- Name on Event Posters
- Name on Brochure
- Verbal Recognition by emcees on night of event
- Opportunity for Sponsorship rep to be invited on stage to welcome festivalgoer and to present company message on night of performance

Mill Creek Activities/Entertainment Sponsor: (5) Available

Price: \$1,200

Benefits:

- Sponsor Recognition on festival signage
- Name, Logo and Link on Dexter Daze Website
- Name on Event Posters
- Name on Brochure
- Verbal Recognition by emcees day of event
- Opportunity for Sponsorship rep to be invited on stage to welcome festivalgoer and to present company message during the event
- Opportunity for Sponsorship rep to greet festival goers at activity location.

Fireworks Show: (3) Available

Price: \$2,000.

Benefits:

- Company Name and Logo on Dexter Daze Billboard as presenting sponsor for Month preceding event (\$1,600 value)
- Company Name, Logo and Link on Dexter Daze Website
- Company Name and Logo on Event Posters
- Company Name on Brochure
- Verbal Recognition by emcees on night of sponsorship

Chalk the Block: (2) Available

Price: \$1,500

Benefits:

- Sponsor Recognition on festival signage
- Name, Logo and Link on Dexter Daze Website
- Name on Event Posters
- Name on Brochure
- Verbal Recognition by emcees day of event
- Opportunity for Sponsorship rep to be invited on stage to welcome festivalgoer and to present company message during the event
- Opportunity for Sponsorship rep to greet festival goers at activity location.

SUPPORTING SPONSOR

Description: Supporting Sponsors are recognized on the Dexter Daze Website and Newsletter.

Price: \$500-\$1,000

Benefits:

- Link to Your Business and logo on website
- Display Poster
- "Schedule of Events" Brochures to Distribute
- Recognition in the Monthly E-Newsletter

FRIENDS OF DEXTER DAZE

Description: We will accept small donations to help the event become a success.

Price: <\$500

Benefits:

- Name on Website to Show Support for Dexter Daze
- Recognition in the Monthly E-Newsletter

For more information please contact:

Thomas Paup

Dexter Daze Sponsorship

dexterdazesponsorship@gmail.com



SPONSORSHIP FORM DEXTER DAZE 2016

Please complete the form below and mail with a check for your donation to

P.O. Box 31, Dexter, Michigan 48130.

Please Make Checks Payable to **Dexter Daze**

Business Name _____

Contact Person _____

Sponsor Level/Event _____ Donation \$ _____

Email Address _____

Website Address _____

Thank You for Supporting Your Community!