

DEXTER DAZE 2020

SPONSORSHIP

WHAT IS DEXTER DAZE?

Now entering its 49th 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 14 and Saturday, August 15.** 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

Sponsorship Level	Cost	Number Available
Festival Platinum Sponsor (Multi-year)	\$8,000	3
Festival Platinum Sponsor (one year)	\$4,000	2
Festival Gold Sponsor	\$3,000	3
Festival Silver Sponsor	\$2,000	7
Festival Bronze Sponsor	\$1,000	9
Friends & Family Sponsor	\$500 or less	unlimited
Sidewalk Sponsor	\$75	unlimited

FESTIVAL PLATINUM SPONSOR (NEW - Multi-year)

Description: As a Festival Platinum “Multi-year” Sponsor, your company will have exclusive premium and marketing rights and recognition as a Platinum sponsor for the entire festival for 3 years. Next year will mark the 50th consecutive Dexter Daze festival and planning has already begun. This sponsorship will give your company the opportunity to be a lead sponsor for next year’s big event.

Price: \$8,000

Benefits:

- Company Name and Logo on Dexter Daze Billboard as sponsor for Month preceding event (\$1,600 value)
- Company promotion in radio campaign scheduled to start 8 weeks before event
- Company Name, Logo and Link on Dexter Daze Website
- Company Name and Logo on Event Posters
- Company Name on Brochure
- Verbal Recognition by emcees
- 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 a 10x20 booth in Monument Park to promote your company
- Opportunity to set up a 10x10 booth in Mill Creek Park to promote your company
- Opportunity for Airtime on the Live Lucy Ann Lance talk show to discuss company
- Opportunity to sponsor the Dexter Light Parade held in December
- Opportunity to be one of the lead cars in the Dexter Daze parade on Saturday
- Recognition in the monthly e-newsletter
- Special 50th anniversary sponsor for added attraction

FESTIVAL PLATINUM SPONSOR (single year)

Description: As a Festival Platinum Sponsor, your company will have exclusive premium and marketing rights for your company and recognition as a Platinum sponsor for the entire festival.

Price: \$4,000

Benefits:

- Company Name and Logo on Dexter Daze Billboard as sponsor for Month preceding event (\$1,600 value)
- Company promotion in radio campaign scheduled to start 8 weeks before event
- Company Name, Logo and Link on Dexter Daze Website
- Company Name and Logo on Event Posters
- Company Name on Brochure
- Verbal Recognition by emcees
- 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 a 10x20 booth in Monument Park to promote company
- Opportunity to set up a 10x10 booth in Mill Creek Park to promote company
- Opportunity to sponsor the Dexter Light Parade held in December.
- Opportunity to be one of the lead cars in the Dexter Daze parade on Saturday
- Recognition in the monthly e-newsletter

FESTIVAL GOLD SPONSOR

Description: As a Festival Gold Sponsor your company may choose 1 of 3 main event attractions to represent. Additional benefits for each of these Gold sponsors are:

Price: \$3,000

Benefits:

- Company Name and Logo on Dexter Daze Billboard as 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
- Recognition in the monthly e-newsletter

Choose one of these 3 main event attractions:

- **Fireworks**
 - Event finale Firework display over Mill Creek Saturday, August 15.
- **Chalk the Block**
 - All day Street Art in town on Saturday, August 15.
- **Bounce Zone**
 - Bounce houses in Mill Creek on Friday and Saturday, August 14 and 15.

FESTIVAL SILVER SPONSOR

Description: As a Festival Silver Sponsor your company may choose 1 or 7 Main Stage bands to sponsor. Additional benefits for each of these Silver sponsors are:

Price: \$2,000

Benefits:

- 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 .
- Recognition in the monthly e-newsletter

Choose one of these 7 Main Stage bands:

- School of Rock
- Pajamas
- Kari Holmes
- Brown, Faulk, Groth
- From Grace
- Surfs Zup
- Dance Floor Crush

FESTIVAL BRONZE SPONSOR

Description: As a Festival Bronze Sponsor your company may choose 1 of 9 Mill Creek Park attractions to sponsor. Additional benefits for each of these Bronze sponsors are:

Price: \$1,000

Benefits:

- 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
- Recognition in the monthly e-newsletter

Choose one of these Mill Creek Park attractions:

- Train (Saturday)
- Trampoline Bungee Jump (Friday and Saturday)
- Kevin S Devine (Friday)
- Janet Marie & m'Archibalk in Imagine That (Friday)
- Leslie Science Center (Friday)
- Colors the Clown (Friday)
- Yo Yo Zeemo (Saturday)
- Kevin S Devine (Saturday)
- Bacchanal promotions (Saturday)

FESTIVAL FRIENDS & FAMILY SPONSOR

Description: Dexter Daze can use your support. We will accept small donations to help make the festival a success.

Price: \$500 or less

Benefits:

- Company name on Dexter Daze website to show your support
- Recognition in the monthly e-newsletter

FESTIVAL (Downtown Businesses Only) SIDEWALK SPONSOR

Description: For some of our "Downtown" businesses who have space in front of your doors, please consider renting that from us to continue to reap the benefits with the attendees we bring to your store front each year! However, should you have no need please let us know so we can invite one of our many local nonprofit groups that are on our waitlist to fill the space. **In order to secure this space for you or anyone we must submit this use to the City with our permits.**

Please let us know by May 15th if you will use this space!

DexterDazeSponsorship@gmail.com

Price: \$75

Benefits:

- Recognition in the monthly e-newsletter

For more information please contact:

Pam Lambert
734 395 2767
DexterDazeSponsorship@gmail.com

SPONSORSHIP FORM DEXTER DAZE 2020

Please complete this form and mail with a check for your donation to:

**Dexter Daze Festival
P.O. Box 31
Dexter, Michigan 48130.**

Please Make Checks Payable to **Dexter Daze**

Business Name _____

Contact Person _____

Sponsor Level _____

Event _____

Sponsorship amount \$ _____

Email Address _____

Website Address _____

*****Please email company Logo to dexterdazesponsorship.com by April 30th**

Thank You for Supporting Your Community!

Dexter Daze Festival is a 501c3 non profit organization which helps to promote our city. Dexter Daze Festival operates independently and is not affiliated with any other group or business. **Keep a copy of this for your tax deduction records, DDF EIN 84-3759772**