

DEXTER DAZE 2021 SPONSORSHIP

WHAT IS DEXTER DAZE?

Now entering its 50th 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 13 and Saturday, August 14.** 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	\$2,000	1
Festival Gold Sponsor	\$1,500	3
Festival Silver Sponsor	\$1,000	4
Festival Bronze Sponsor	\$750	6
Supporting Business Sponsor	\$300 or more	unlimited
Friends & Family Donor	\$300 or less	unlimited

FESTIVAL PLATINUM SPONSOR

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. **The Platinum sponsor will include the opportunity to set up a 10x10 booth and be advertised as the Festival Platinum sponsor.**

Price: \$2,000

- **Advertised as the Platinum Sponsor for the entire festival**
- **Opportunity to set up a 10x10 booth to promote company**
- Opportunity for Airtime on the Live Lucy Ann Lance talk show to discuss company
- Company Name, Logo and Link on Dexter Daze Website
- Company Name, Logo and Link on laminated festival poster & 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 sponsor the Dexter Light Parade held in December.
- Recognition in the monthly e-newsletter

FESTIVAL GOLD SPONSOR

Description: As a Festival Gold Sponsor your company may choose one of the three main event attractions to sponsor. Additional benefits for each of these Gold sponsors are:

Price: \$1,500

- **Sponsorship of one of the three main event attractions below**
- Company Name, Logo and Link on Dexter Daze Website
- Company Name, Logo and Link on laminated festival poster & 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
- Recognition in the monthly e-newsletter

Choose one of these three main event attractions:

- **Main Stage**
 - Main stage entertainment which will include a DJ for the entire festival
- **Chalk the Block**
 - All day chalk art on Saturday, August 14
- **Kids Zone**
 - Kids entertainment on Friday and Saturday, August 13 and 14

FESTIVAL SILVER SPONSOR

Description: As a Festival Silver Sponsor your company will sponsor one of the **four bands** that will be performing. Additional benefits for each of these Silver sponsors are:

Price: \$1,000

- **Sponsorship of one of the main stage entertainers on Friday or Saturday**
- Company Name, Logo and Link on Dexter Daze Website, event posters & 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

FESTIVAL BRONZE SPONSOR

Description: As a Festival Bronze Sponsor your company will sponsor one of the kids attractions. Additional benefits for each of these Bronze sponsors are:

Price: \$750

- **Sponsorship of one of the kids zone entertainers on Friday or Saturday**
- Company Name, Logo and Link on Dexter Daze Website, event posters & 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

FESTIVAL SUPPORTING BUSINESS SPONSOR

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

Price: \$300 or more

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

FESTIVAL FRIENDS & FAMILY DONOR

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

Price: \$300 or less

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

For more information please contact:

Pam Lambert

734 395 2767

DexterDazeSponsorship@gmail.com

SPONSORSHIP FORM

DEXTER DAZE 2021

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 _____

(contact Pam Lambert at DexterDazeSponsorship@gmail.com to choose event option)

Sponsorship amount \$ _____

Email Address _____

Website Address _____

*****Please email company Logo to dexterdazesponsorship.com by May 30**

Thank You for Supporting Your Community!

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**