

# DEXTER DAZE 2022 SPONSORSHIP

**August 12-13, 2022**

## **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**

<b>Sponsorship Level</b>	<b>Cost</b>	<b>Number Available</b>
Festival Platinum Sponsor	\$2,500	1
Festival Gold Sponsor	\$1,500	4
Festival Silver Sponsor	\$1,000	5
Festival Bronze Sponsor	\$750	6
Supporting Business Sponsor	\$300 or more	unlimited
Friends & Family Donor	\$300 or less	unlimited

## **Benefits for all Platinum, Gold, Silver and Bronze sponsors**

- **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**

## **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, along with sponsoring the main stage. This sponsorship includes all benefits listed above (in blue) along with the following benefits:

**Price: \$2,500**

- **Advertised as the Platinum Sponsor for the entire festival**
- **Opportunity to set up a 10x10 booth to promote company**
- **Sponsor of the Main Stage with a banner on the gazebo**
- **Opportunity to sponsor the Dexter Light Parade held in December**

## **FESTIVAL GOLD SPONSOR**

**Description:** This sponsorship includes all benefits listed above (in blue) along with your choice of one of the following kid zone attractions:

**Price: \$1,500**

- **Sponsorship of one of these kid zone event attractions**

**Choose one of these event attractions:**

- **Kids Zone - Inflatables** (Friday and Saturday) (jump house, obstacle course)
- **Kids Zone - Interactives** (Friday and Saturday) (axe throwing, basketball toss)
- **Kids Zone - Rock Wall** (Saturday)
- **Kids Zone - Train** (Saturday)

## **FESTIVAL SILVER SPONSOR**

**Description:** This sponsorship includes all benefits listed above (in blue) along with your choice of one of the following entertainment options:

**Price: \$1,000**

- **Sponsorship of one of the main stage entertainers**

**Choose one of these main stage entertainment options:**

- **DJ for entire festival**
- **Friday afternoon band**
- **Friday evening band**
- **Saturday afternoon band**
- **Saturday evening band**

## **FESTIVAL BRONZE SPONSOR**

**Description:** This sponsorship includes all benefits listed above (in blue) along with your choice of one of the following entertainment options:

**Price: \$750**

- Sponsorship of one of the kid entertainment options on Friday or Saturday

**Choose one of these kid entertainment options:**

- Friday 11:00am-12:00pm - Kevin Devine
- Friday 1:00-2:00pm - Yo Yo Zeemo
- Friday 12:00-5:00pm - Erik the Juggler
- Saturday 12:00-1:00pm - Kevin Devine
- Saturday 1:30-2:30pm - Janet Marie & m'Archibald in Imagine That
- Saturday 12:00-5:00pm - Juggler

## **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](mailto:DexterDazeSponsorship@gmail.com)

# SPONSORSHIP FORM DEXTER DAZE 2022

**August 12-13, 2022**

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](mailto:DexterDazeSponsorship@gmail.com) to choose event option)

Sponsorship amount \$ \_\_\_\_\_

Email Address \_\_\_\_\_

Website Address \_\_\_\_\_

**\*\*\*Please email company Logo to [dexterdazesponsorship.com](http://dexterdazesponsorship.com) by April 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**