

DEXTER DAZE 2023 SPONSORSHIP

August 11-12, 2023

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	\$2,500	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

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**
- **Sponsor of the Emcee/DJ for the entire festival (*new this year*)**
- **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. *Due to the site space our planning is still ongoing.* Some common attractions are:
Inflatables (jumpers/obstacle courses)
Interactables (inflatable ax throwing, basketball shot)
Putt-Putt
*Childrens Train***

Contact if interested to discuss these, these go fast!

- **Kids Zone - TBD (Friday and Saturday)**
- **Kids Zone - TBD (Friday and Saturday)**
- **Kids Zone - Cow 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:

- **Friday afternoon band - *The Sax Maniacs***
- **Friday evening band - *The Claim Jumpers***
- **Saturday afternoon band - *Jo Serrapere & the LaFawndas***
- **Saturday evening band - *Sonic Fury***

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 11:00 am-12:00 pm - *Kevin Devine*
- Friday 1:00-3:00 pm - *School of Rock*
- Friday 1:00-6:00 pm - *Magic with a Twist*
- Saturday 12:00-1:00 pm - *Janet Marie & m'Archibald in Imagine That?*
- Saturday 1:30-2:30 pm - *Funny Puppet Guy*
- Saturday 1:00-6:00 pm - *Magic with a Twist*

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 2023

August 11-12, 2023

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 April 30**

Thank You for Supporting Your Community!

Dexter Daze Festival operates independently and is not affiliated with any other group or business.