



Sponsorship Summary

Audience

The Trenton Summer Festival attracts over 100,000 attendees from throughout the Downriver area and Southeast Michigan. This is your opportunity to reach and engage these visitors in this festive atmosphere. Our marketing team will help you choose the best options for you to get the most from your participation.

Media

Our marketing team has developed an expansive media strategy made up of both paid and earned media. Our coverage encompasses TV, Radio, Print, Outdoor, and Social outlets, from which our partners will greatly benefit. In prior years, we have procured exposure from the following media outlets.

- **TV:** Fox 2 Detroit, WDIV Channel 4, WXYZ Channel 7
- **Radio:** WWJ-950, CBS Radio, WYCD 99.5, AMP Radio, WCSX
- **Print:** Detroit News, Detroit Free Press, The News Herald, Monroe News, Downriver Sunday Times, Trenton Trib
- **Billboards:** 3-5 Billboard ads in the Tri-County Area
- **Digital:** Streaming banner ads on media websites, Facebook, Twitter and YouTube presence.
- Email blasts from our partners

Our Guarantee

As a committee, we are committed to providing you with the best possible exposure before and during the Trenton Summer Festival in Downtown Trenton. We are committed to making the Trenton Summer Festival the best event possible by developing a win-win partnership with your company. We are available to work with your company and accommodate your needs in the marketing campaign process.

Great experience, Great promotions, Great results for your business! Check out our website at . . . www.trentonsummerfestival.org

For additional information please contact

Trenton Summer Festival
3101 West Road
Trenton, MI 48183
(734) 675-7300





Hometown Sponsorship Packages

Presenting Sponsorship Opportunities - \$30,000

As the Trenton Summer Festival has grown, so has our need for support from key leaders in the business community. We invite you to contact us to create a package designed to meet your marketing objectives and budget. For more information, please contact (734) 675-7300.

Shuttle Sponsor - \$10,000

Come along for the Ride! With limited parking adjacent to the festival area, our free shuttle is a welcome service for thousands of festival visitors. This is your opportunity to reach a captive audience through programmed announcements to and from the festival!

Entertainment Sponsor -Main Stage \$5,000-Second Stage \$3,000

Entertainment is a big part of the Festival and there is plenty of it! This is your opportunity to be in the spotlight and receive positive exposure in front of a captive audience!

Directional Sign Sponsor - \$3,300

Show them the way! Your logo will appear on our 5 directional signs placed throughout festival.

On the Avenue - \$1,600

Perfect for those looking for on-street presence during the festival to promote your brand. Includes 10'x10' street real estate! Guaranteed spot on West Jefferson.

Family Square/Family Entertainment Stage- \$1,000 - \$1,500

This opportunity is perfect for a brand geared toward family and children. It's a circus of games and entertainment - under the big top!

Festival Tote Sponsor - \$700

5,000 Festival tote bags will be scattered throughout the event for attendees to conveniently carry around all of their belongings in one stylish bag featuring your Business or Organization's logo!

Recycle Sponsor - \$600

Be a part of the greening of the festival and show your concern for the environment by sponsoring our recycle bins. Go Green!

Nibble a Little Stroll and Roll Preview Night Sponsor- \$400

This sponsorship affords you the opportunity to shine at the Festival Preview Night where Downtown restaurants will be serving tastes of their best dishes and patrons will be strolling the streets enjoying the hustle and bustle of Festival set-up.

"Where Summer Begins" Sponsor - \$150

This package is our most affordable way to be a part of this year's celebration!



What's your budget?

Sponsorship Packages Breakdown

Shuttle Sponsor- \$10,000

Pre-Event:

- Inclusion in radio announcements
- Name on Billboard
- Mention in all press releases
- Logo in all ads/marketing materials
- Name in Festival Program/Listed on Poster
- Logo/link on website

At-Event:

- On-site presence approx. 10 by 20 space
- Honored at Mayor's Breakfast
- Inclusion in Shuttle Announcement
- Logo featured on Festival Tote
- Featured in PA Announcements
- Logo/Banner at Sponsor Area/Item
- Logo on Race Bib
- Logo on Race T-shirt

Main Stage \$5,000-Second Stage \$3,000

Directional Sign Sponsor- \$3,300

Pre-Event:

- Inclusion in radio announcements
- Mention in all press releases
- Logo in all ads/marketing materials
- Name in Festival Program/Poster
- Logo/link on website

At-Event:

- On-site presence approx. 10' X 20' space
- Honored at Mayor's Breakfast
- Inclusion in Shuttle Announcement
- Logo featured on Festival Tote
- Featured in PA Announcements
- Banner at Sponsor Area/Main Stage
- Name on Race Water Station
- Included in Race Social Media Campaign
- Recognized on-stage prior to Main Act

On the Avenue \$1,600

Pre-Event:

- Mention in all press releases
- Name in all marketing materials
- Name in Festival Program/Poster
- Logo/link on website

At-Event:

- 2 Tickets to Appreciation Breakfast
- Featured in PA Announcements
- Onsite presence at Family Square Area
- Included on Race Flyer
- Logo on Race Water Station Stop Signs

Family Square \$1,000- Family Stage- \$1,500

Pre-Event:

- Mention in all press releases
- Name in all marketing materials
- Name in Festival Program/Poster
- Logo/link on website

At-Event:

- 2 Tickets to Appreciation Breakfast
- Featured in PA Announcements
- Included on Race Flyer
- Logo on Race Water Station Stop Signs
- **STAGE SPONSOR ONLY:** Banner at Family Square Stage & Recognized on Stage

Tote Sponsor \$700- Recycle Sponsor \$600

Pre-Event:

- Mention in all press releases
- Name in Festival Program
- Logo/link on website
- Featured in Race Social Media

At-Event:

- Logo featured on Festival Tote
- Logo on Race Water Station Stop Signs
- Logo on Race Mile Markers
- Included in PA Announcements
- 10'X10' Sidewalk Space
- **TOTE SPONSOR ONLY:** Logo on Festival Tote
- **RECYCLE SPONSOR ONLY:** Logo on 5 directional signs throughout event

Where Summer Begins Sponsor \$150

- Listed on Festival sign
- Logo on Race Water Station Stop Signs

Please check sponsorship level of choice:

Presenting Shuttle Main Stage Second Stage Directional Sign On the Avenue

Family Square Family Square Stage Festival Tote Recycle Nibble a Little Theme

Yes, booth space needed Yes, electricity needed (additional \$50 charge) No, booth space not needed

Amount enclosed: \$_____ (A \$50 late fee will be assessed for applications received after April 30, 2019)

Business Name: _____ Contact Name: _____

email: _____ Website Link: _____

Address: _____ City: _____ Zipcode: _____

Phone: _____ Fax: _____

Briefly describe how you will be participating: (All promotional items must be cleared through festival committee, food items not allowed : _____

Deadline: April 30, 2019 to be included in marketing materials, information (734) 493-3829. Mail check and form to:
Trenton Parks and Recreation, 3101 West Road, Trenton, MI 48183