



"Where German history and fairytales come to life"

Toni Knoll
Mid-Michigan Renaissance Festival Owner
7464 Frankenmuth Road
Vassar, MI 48768
July 22, 2018

To whom it may concern,

We are writing regarding an exciting sponsorship opportunity for you and your business and we are inviting you to be part of the 2019 Mid-Michigan Renaissance Festival. We are a local event which brings German history and Fairytales to life in an interactive and entertaining way. We pride ourselves in not only being a budget friendly event, but an event for all ages. Our goal is to be truly a Family Friendly escape, an event which patrons return to each year with their children and grandchildren.

Many improvements have been completed to the festival grounds since 2016 and we continue to do so through local support. Through these local partnerships we have developed a new Façade, built several permanent structures, opened a new lane for vendors and merchants, and improved our grounds with a make-over of our Fantasy Garden and the addition of Potter's Pond. Those who return to visit the Enchanted Forest season after season have expressed their excitement at the amount of growth we have made each year.

In 2018, we celebrated our 10th Anniversary. For our anniversary, we updated our Castle Stage and built the new Greenwood Stage for our growing entertainment lineup. We updated our Children's Knoll with a brand-new Queens Tent and hosted the first Enchanted Giveaway which saw more than 2000 entries. For 2019, we are already rolling out large updates and amenities, like Online Ticket Purchase, a completely updated website, more interactive contests and giveaways, and more to come. We are excited to plan our 11th year.

In 2016, we had well over 2,000 ticket sales to our event and, in both 2017 and 2018, we surpassed 2500 ticket sales. We are anxiously looking forward to an even greater success for the 2019 festival season. Since 2015, we have had our event covered by local newspapers, Magazines, Video Blogs and Internet Blogs, as well as a local news stations and Pod Casts.

We are hoping that you will consider sponsoring in our 2019 event. We have made some changes to our sponsorship program and we hope you will find satisfying.

Mid-Michigan Renaissance Festival's Enchanted Forest
7464 Frankenmuth Road, Vassar, MI 48768
989-280-8195
www.midmichiganrenfest.com www.facebook.com/renfestmidmichigan



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Sponsorship Levels available for 2019:

- Platinum- \$1000.00 – Company logo featured in our 2019 Commercials, Brochures, Website, Facebook, Twitter, and Instagram. Company name mentioned in all Radio/audio advertising. A link to your Company website from ours for direct access, 35 Ticket Vouchers for your company. A meet and greet with the cast and crew of the Enchanted Forest with promotional photos provided by a professional photographer, a 10 X 10 booth space at the event for an informational stand or sales for you company, your company name included in all press/media releases, a specialized VIP Ticket sale crediting you as the sponsor with your logo located on the VIP tickets, and your logo on our Festival T-shirts.
- GOLD- \$500.00 - Company logo featured in our 2019 Commercials, brochures, Website, Facebook, Twitter, Instagram, as well as a sign posted at the event and 20 Ticket vouchers for your company.
- SILVER- \$250.00 - Company logo features in our 2019 Website, Facebook, Twitter as well as a sign posted at the event and 15 Ticket vouchers for your company.
- BRONZE- \$100- Company logo featured on our 2019 Website, Facebook, Twitter and 10 Ticket Vouchers for your Company.
- VIP Sponsors – This can be added to your Sponsorship Pledge for an additional \$125.00 or purchased individual without. Honored on a first come, first serve basis with only four (4) spots open for a personalized Advertisement on all of our digital/online Ticket Sales.

Other forms of sponsorship can also be established. In previous years, we have hosted themed contests, special events, and prize giveaways that have been sponsored specifically and we have had nothing but success. If your company would be willing to participate in the 2019 event as a sponsor please contact us. Thank you for your time and consideration and if you have any questions please contact our Advertising and Sponsorship Manager: Becky Lipka or Shannon Layton at mmrfmarketing@outlook.com.

Thank you,

Enchanted Forest Marketing and Advertising Team

Becky Lipka

Shannon Layton

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