



PO Box 271 • Swartz Creek, MI 48473

Office 810-922-0790 • [www.swartzcreekhometowndays.org](http://www.swartzcreekhometowndays.org)

# MID- MICHIGAN'S PREMIER SUMMER FESTIVAL

## About Us

Swartz Creek Hometown Days (HTD), a 501(c)3, is Mid-Michigan's premier summer festival. Spanning four days and held the weekend after Memorial Day. This event is packed with much loved summer activities and has something for everyone in the family.

For over 35 years, Hometown Days has grown to be one of the most respected and family-visited festivals in Mid-Michigan. Attracting more than 30,000 visitors annually; featuring an Entertainment Tent, Community Breakfast, Expo Tent, Agriculture Tent, Fireworks, Car Show, Talent Contest, Beautiful Baby Contest, a family friendly mid-way, and much more!



## *Mission Statement*

*To provide the best hometown festival, working with community partnerships to strengthen neighborhood families and to create an atmosphere where everyone feels safe and at home.*

We are excited to offer your company a premier marketing opportunity at Swartz Creek Hometown Days and, we are confident, we can provide a sponsorship to meet your customer-relations goals.

**Festival Dates** May 30 - June 2, 2024

**For more information**

Contact Susan Mesack

Phone 989-445-0505 cell

Email smesack@comcast.net

# SPONSORSHIP OPPORTUNITIES

Swartz Creek Hometown Days is a great opportunity to showcase your company and bring products and services to life.

- ☐ **PREMIER SPONSOR \$20,000 Investment**  
Festival naming rights. Picture "Your company presents Swartz Creek Hometown Days" an expectational opportunity to gain incredible community exposure in association with a highly attended festival. Signage for the entire festival weekend, sponsor announcements throughout the weekend, logo title placement on the HTD website home page and sponsor page, logo in the event program, festival press releases, TV and radio mentions, social media posts, special parade placement, exhibit space in the Expo Tent, invitation to the VIP Reception with VIP seating, 4 carnival wristbands, and 2 parking spaces on the festival grounds.
- ☐ **FIREWORKS SPONSOR \$7,000 Investment**  
Exclusive sponsor of the annual fireworks display on Friday night (Saturday night, if rain). Sponsor announced throughout fireworks display. Signage at event, logo listed on HTD website fireworks and sponsor page, festival press releases, TV and radio mentions, social media posts, listed in event program, special parade placement, exhibit space in the Expo Tent, invitation to the VIP Reception, and 2 carnival wristbands.
- ☐ **FESTIVAL MAIN ACT- SHOW \$5,000 Investment**  
A great opportunity to be involved with the festival main act-show for the festival. Sponsor announced throughout the event, signage for the event, logo on the HTD website sponsor page, logo in the event program, festival press releases, TV and radio mentions, social media posts, parade placement, exhibit space in the Expo Tent, and invitation to the VIP Reception.
- ☐ **SWARTZ CREEK TALENT CONTEST \$3,000 Investment**  
Your opportunity to watch the kids in our community and be part of the talent contest panel of judges. Sponsor announced throughout the event, signage for the event, logo on the HTD website sponsor page, logo in the event program, festival press releases, TV and radio mentions, social media posts, parade placement, exhibit space in the Expo Tent, and invitation to the VIP Reception.
- ☐ **PARADE SPONSOR \$2,750 Investment**  
The parade banner with your company name and logo starts the parade with your company following and announcements throughout the parade. Logo listed on the HTD website parade and sponsor page, logo on parade flyers and registration forms, festival press releases, TV and radio mentions, social media posts, listed in the event program, exhibit space in the Expo Tent, and invitation to the VIP Reception.
- ☐ **TENT SPONSOR \$2,750/ea. Investment**  
Three tents to choose from; Expo Tent, Entertainment Tent or Agriculture Tent. Signage placed at the tent throughout the festival weekend, logo listed on the HTD website sponsor page, festival press releases, TV and radio mentions, listed in event program, social media posts, parade placement, exhibit space in Expo Tent, and invitation to VIP Reception.
- ☐ **FESTIVAL WEEKEND WI-FI \$2,750 Investment**  
Sponsor the wi-fi for the festival weekend. Signage during the festival weekend, logo listed on the HTD website sponsor page, festival press releases, TV and radio mentions, listed in event program, social media posts, parade placement, exhibit space in the Expo Tent, and invitation to the VIP Reception.
- ☐ **PANCAKE BREAKFAST & KIDS GAMES \$2,750 Investment**  
Free community pancake breakfast & free Kids games on Friday morning. Show your support for the community and maybe play a game or flip a few pancakes! Signage at event, logo listed on the HTD website sponsor page, festival press releases, TV and radio mentions, listed in event program, social media posts, parade placement, exhibit space in the Expo Tent, and invitation to the VIP the Reception.
- ☐ **FESTIVAL SECURITY \$2,500 Investment**  
Three available - for this important part of the festival weekend. Signage during the festival weekend, logo listed on the HTD website sponsor page, festival press releases, listed in event program, social media posts, parade placement, and invitation to the VIP Reception.
- ☐ **ENTERTAINMENT TENT—BANDS \$2,000 Investment**  
Three nights available. Choose Thursday, Friday or Saturday nights in the Entertainment Tent. Signage near the stage during band performance, opportunity to meet the band members, a food voucher from the Entertainment Tent food vendor, logo listed on the HTD website sponsor page, festival press releases, social media posts, listed in event program, and invitation to the VIP Reception.
- ☐ **GROUND'S CREW \$2,000 Investment**  
Our grounds dedicates sun-up to sun-down maintaining the festival grounds throughout the festival weekend and throughout the year. Sponsor yard signs throughout the grounds. Logo listed on the HTD website sponsor page, social media posts, listed in event program, parade placement, and invitation to the VIP Reception.
- ☐ **VOLUNTEER T-SHIRTS \$2,000 Investment**  
T-shirts are worn by our dedicated volunteers throughout the festival weekend and beyond. Logo placed on the back and front of each t-shirt. Logo listed on the HTD website sponsor page, listed in event program, parade placement, and invitation to the VIP Reception.

# SPONSORSHIP OPPORTUNITIES

Swartz Creek Hometown Days is a great opportunity to showcase your company and bring products and services to life.

## ☐ BEAUTIFUL BABY CONTEST \$1,000 Investment

A beautiful way to start your day with the Beautiful Baby Contest and be part of the panel of judges for the contest. Signage at event, logo listed on the HTD website sponsor page, festival press releases, event flyers, social media posts, listed in event program, parade placement, and invitation to the VIP Reception.

## ☐ BINGO GAMES \$600 Investment

Your opportunity to be part of this fun fast acting game of Bingo. Signage during event, logo listed on the HTD website sponsor page, listed in event program, social media posts, parade placement, and invitation to the VIP Reception.

## ☐ FESTIVAL SHUTTLE BUS \$600/ea. Investment

Two available. The free shuttle bus provides transportation from designated parking lots to festival grounds for the weekend. Signage on shuttle bus, logo listed on the HTD website sponsor page, listed in event program, parade placement, and invitation to the VIP Reception.

## ☐ GOLF CARTS \$400/ea. Investment

Seven available. Sponsor signs placed on each side of golf cart and golf carts are highly visible throughout the festival weekend. Logo listed on the HTD website sponsor page, listed in event program, parade placement, and invitation to the VIP Reception.

## ☐ MIDWAY SIGNS \$150/ea. Investment

Twenty-two available. Sponsor signs placed on midway carnival rides. Logo listed on the HTD website sponsor page, listed in event program and invitation to the VIP Reception.

## ☐ CARNIVAL MEGA WRIST BANDS \$150/ea. Investment

Two available. Mega wristbands are awarded to an area student with good school attendance. Logo listed on the HTD website sponsor page, listed in event program, and invitation to the VIP Reception.

## ☐ PORTA-POTTY SIGNS \$85/ea. Investment

Twenty-five available. Porta-Potties with sponsor signs placed throughout the festival grounds and carnival. Logo listed on the HTD website sponsor page, listed in event program, and invitation to the VIP Reception.

## ☐ PICNIC TABLE SIGNS \$60/ea. Investment

Four available. Sponsor signs placed on tables in food court. Logo listed on the HTD website sponsor page, listed in event program, and invitation to the VIP Reception.

## ☐ TRASH CAN SIGNS \$50/ea. Investment

Twenty-five available. Trash cans with sponsor signs placed throughout the festival grounds. Logo listed on the HTD website sponsor page, listed in event program, and invitation to the VIP Reception.

## ☐ IN-KIND SPONSOR

Do you have a product or service you feel could be beneficial to the festival, we would like to hear from you. Logo listed on the HTD website sponsor page, listed in event program, and invitation to the VIP Reception.

## ☐ SPECIAL DAY-TITLE SPONSOR \$2,750 Investment

Signage at event, logo listed on the HTD website Special Day and sponsor page, social media posts, logo in event program, logo on registration form and flyers, parade placement, exhibit space in the Expo Tent, and invitation to the VIP Reception.

Below Sponsorships for Special Day include; Logo listed on the HTD website Special Day and sponsor page, social media posts, parade placement, and invitation to the VIP Reception. Check investment level below.

☐ Lunch \$1,000/ea. Investment - 2 available

☐ Special Day T-shirts \$600 Investment

☐ Tote Bags \$500 Investment - provided to all participants

☐ Special Games \$100/ea. Investment - 6 available



# Sponsorship Agreement

## *Swartz Creek Hometown Days Mission Statement*

*To provide the best hometown festival, working with community partnerships to strengthen neighborhood families and to create an atmosphere where everyone feels safe and at home.*

Date \_\_\_\_\_

Name of Sponsor \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone Number \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Address \_\_\_\_\_

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Sponsor Investment \_\_\_\_\_ Amount \_\_\_\_\_ Sponsor Initials \_\_\_\_\_

Sponsorship Includes \_\_\_\_\_

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In-kind Sponsor – Donation of Product/Service \_\_\_\_\_ Value \_\_\_\_\_ Sponsor Initials \_\_\_\_\_

Sponsorship Includes \_\_\_\_\_

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## **Payment by Credit Card**

Card # \_\_\_\_\_ Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Print Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

## **Or Mail Agreement with Payment to**

Swartz Creek Hometown Days, PO Box 271, Swartz Creek MI 48473

Questions Call 810-922-0790

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This agreement when signed by the Sponsor and Swartz Creek Hometown Days (HTD), constitutes a binding and legal agreement. The signing of this document represents and warrants that he/she is duly authorized to execute this binding agreement on behalf of the Sponsor and agree that I have read and agree to all HTD Sponsorship terms and conditions.

Print Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

HTD Agent \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_