

**Brandon Township Parks and Recreation
Presents**



SEPTEMBERFEST

Saturday, September 22, 2018

- *Della Kozloff Children's Game Area
- *Rotary Rubber Duck Race
- *Pony Rides
- *Classic Car Show
- *Old Mill Museum Tours
- *Inflatables
- *Pancake Breakfast
- *Live Entertainment
- *Free Kids Contests
- *Petting Zoo
- *Arts & Crafts

A family fun filled festival and so much more!

Listed below are available sponsorships for our 28th annual Septemberfest. This annual event is hosted by Brandon Township Parks & Recreation and is always held on the fourth Saturday in September. Typically we average around 10,000 attendees. Our festival is designed for family fun and entertainment.

We usually attract close to 140 Arts & Crafts vendors and as many as 200 classic cars. We plan to offer numerous family shows, bands, a food court, historic museum tours, contests, kids' games, our popular inflatable activities and a convenient shuttle bus to the parking area. Our entertainment options are broken down into four categories according to value:
Category A at \$3,000 Category B at \$1,000 Category C at \$400 Category D at 200

Please take a moment to review the sponsorship options that are listed below and return your application to us as soon as possible. We look forward to working with our wonderful group of returning sponsors and to bringing new sponsors on board in order to create another outstanding festival for our community to enjoy once again.

SPONSORSHIP CHOICES

❖ A (\$3,000):

- 1) Your name and logo will be placed on all literature pertaining to Septemberfest with the caption, "Brandon Township Parks and Recreation **Septemberfest** Presented By (your business)". Literature includes: 1 multiple page insert in the local newspaper circulating to 11,800 homes, 4,000 plus flyers circulated to area schools and area municipal buildings, up to 8 months of web site coverage, and 2 months of cable T.V. display. The right to publicize with co-sponsor owned marketing tools (newsletter, web site, and on-site advertising)
- 2) One free vendor spaces.
- 3) Name on Septemberfest banners
 - a. 2- 2.5'x 18' banners located at the intersection of M-15 State Hwy and South Street and on the front roof of the township office building. Both banners will be up for a period of 6 weeks.
 - b. 4 - 4'x 6' map and schedule banners located in heavy traffic areas around town 2

weeks prior to the event.

- c. 2 – 3’x 4’ Friends of Septemberfest banners located in the township municipal parking lot during the day of the event.
 - d. All other sponsorship banners
- 4) Advertisement on the 2 shuttle busses with banners.
 - 5) Exclusive sponsorship of entertainment options from the following categories: See contract page.

❖ **B (\$1,000):**

- 1) Entitlement to be recognized on all literature pertaining to Septemberfest with your logo and caption, “Brandon Township Parks and Recreation Septemberfest Presented By (your business)”. Literature includes: 1 multiple page insert in the local newspaper circulating to 11,800 homes, 4,000 plus flyers circulated to area schools and area municipal buildings, 8 months of web site coverage, 1 chamber newsletter circulated to approximately 60 businesses, and 2 months of cable T.V. display. The right to publicize with co-sponsor owned marketing tools (newsletter, web site, and on-site advertising)
- 2) Name on all Septemberfest banners
 - a. 4 – 4’x 6’ map and schedule banners located in heavy traffic areas around town 2 weeks prior to the event.
 - b. 2 – 3’x 4’ Friends of Septemberfest banners located in the township municipal parking lot during the day of the event.
 - c. All other sponsorship banners
- 4) Exclusive sponsorship of entertainment options from the following categories: See contract page.

❖ **C (\$400):**

Exclusive sponsorship of entertainment options from the following categories: One in category B or two in Category C. Name listed in the News Paper the week of and the week after (thank you article).

❖ **D (\$200):**

Business name on “Friends of Septemberfest” banner located at the entertainment stage(s). Name listed in the News Paper the week of and the week after (thank you article).

Entertainment Categories

Category A \$3,000

Inflatable Package
Stage #1 with tent

Category B \$1,000

Car Show
Village Tour
Magic Show
Kids Games
Oldies Band
Country Band
Shuttle Bus=2
Kids Games

Category C \$400

Stage #2
Guitar Duet
Street Dance
Dunk Tank
Single Inflatable
Petting Zoo
Pony Rides

Category D \$200

Baking Contest
Pie Eating Contest
Pet Parade
Hula Hoop Contest

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Sponsorship Registration Form

Organization/Business Name _____

Contact person _____

Mailing Address _____ City _____ St _____ Zip _____

Daytime phone _____ E-mail _____

E-Mail address _____

Please circle one: A \$3,000 B \$1,000 C \$400 D \$200

Or just pick a category: _____ at \$ _____ Splinting cost? yes no

Splinting cost with _____

Please specify any entertainment or activity choice available with sponsorship: _____

Brief description of vendor's product information (A only) _____

Signature _____ Date _____

Please make checks payable to "Brandon Township Parks & Recreation."



Please mail registration form and payment to:

Brandon Township Parks & Recreation
PO Box 929, 395 Mill Street
Ortonville, MI 48462-0929