



Brandon Township Parks and Recreation
2019 SEPTEMBERFEST
Sponsorship Form

A family fun-filled festival and so much more!

Our annual event brings in families from all of Oakland County and surrounding areas. With your sponsorship, we can continue to make Septemberfest one of Michigan's finest fall festivals!

Septemberfest is hosted by Brandon Township Parks & Recreation and is always held on the fourth Saturday in September. Typically, we average around 7,000 to 10,000 attendees. Our festival is designed around family fun and entertainment. We usually attract 95 to 140 Arts & Crafts/ Business 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 convenient shuttle buses to the parking area.

The sponsorship options for our **30th Annual Septemberfest** are broken into four categories. Please take a moment to review the sponsorship options that are listed below and return your application to the Brandon Parks and Recreation department by May 1, 2019. 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 OPTIONS

❖ **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, 1 recreation newsletter circulated to approximately 60 businesses, 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 space. (Please fill out a Septemberfest Vendor Registration Form indicating any preferences.)
- 3) Name on Septemberfest banners
 - a. 2- 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 – Banner maps and schedule banners located in heavy traffic areas around town 2 weeks prior to the event.
 - c. 2 – Banners for Friends of Septemberfest 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 Sponsored By



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- 2) Name on all Septemberfest banners
 - a. 4 – Banner maps and schedule banners located in heavy traffic areas around town 2 weeks prior to the event.
 - b. 2 – Banner maps Friends of Septemberfest located in the township municipal parking lot during the day of the event.
 - c. All other sponsorship banners
- 3) Exclusive sponsorship of entertainment options from the following categories: See contract page.

❖ C (\$400):

- 1) Exclusive sponsorship of an entertainment choice from Category C.
- 2) Name listed in the newspaper the week of and the week after (thank you article).

❖ D (\$200):

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

Activity & Entertainment Choices

A (\$3,000)

Inflatable Package
Stage #1 with tent
Main Stage Entertainment

B (\$1,000)

Car Show
Magic Show
Kid’s Games
Oldies Band
Country Band
Shuttle Bus (2)
Puppet Show

C (\$400)

Stage #2
Guitar Duet
Street Dance
Petting Zoo
Pony Rides

D (\$200)

Pie Baking Contest
Pie Eating Contest
Pet Parade
Kid’s Contests

(Additional Suggestions are welcomed!)



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Sponsorship Form

Organization/Business Name _____

Contact person _____ **Title** _____

Mailing Address _____ **City** _____ **St** _____ **Zip** _____

Daytime phone _____ **E-mail** _____

Signature _____ **Date** _____

Activity & Entertainment Choices

A (\$3,000)

- Inflatable Package
- Stage #1 with tent
- Main Stage Entertainment

B (\$1,000)

- Car Show
- Magic Show
- Kids' Games
- Oldies Band
- Country Band
- Shuttle Bus (2)
- Puppet Show

C (\$400)

- Stage #2
- Guitar Duet
- Street Dance
- Petting Zoo
- Pony Rides

D (\$200)

- Pie Baking Contest
- Pie Eating Contest
- Pet Parade
- Kids' Contests

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

Please specify entertainment or activity choice available with sponsorship option:

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

****For more information please call 248-627-4640 or visit www.brandontownship.us**
e-mail: brandonrec@brandontownship.us**

New sponsors must remit copy-ready logo/advertising information to Brandon Township Parks & Rec by the deadline. All requests are subject to change depending on availability. **Choices that have not been completed anywhere on this form will be considered "any available"**. All choices are assigned on a first-come, first-serve basis.

For office use only	
Ck. # _____	Amt. \$ _____
Date _____	Initials _____