



Dear Friend of the Festival:

The Red Flannel Festival Board is hard at work preparing for the 77th Red Flannel Festival. As always, the goal of the Board is to make this year's Festival a fun-filled, family-oriented experience that's bigger and better than ever. The theme for the 2016 Festival is "***All Aboard The Red Flannel Express!***"

It's the goal of the Red Flannel Festival Board to partner with you to promote and market your business to the fullest extent! Red Flannel events bring over 35,000 guests to the Cedar Springs area during Red Flannel events! ***OUR 8.5" x 11" full-color Festival brochure and Red Flannel Press combination*** is a HUGE success with over 10,000 copies printed and distributed in Kent, Montcalm, Muskegon, Newaygo, Ottawa and Mecosta Counties.

We're excited to share we have partnered with ***95.7FM Radio in GRAND RAPIDS*** to air commercials, and will air **EXCITING, FUN TELEVISION COMMERCIALS** on ***FOX 17*** to positively promote your business, the Red Flannel Festival and Cedar Springs! The ***Festival FACEBOOK PAGE*** compliments our website with over 5,600 fans to date!

As an **independent, all volunteer non-profit organization**, the Festival needs the support of the area business community to ensure its continued success. Enclosed is a list of sponsorship opportunities in which your business can invest. In exchange for this investment, your business will receive the tangible benefit of ***significant name exposure that will help market and promote your business*** in the Kent, Montcalm, Mecosta, Ottawa and Newaygo County area. You will also receive the intangible benefit of knowing you have done something outstanding in helping to continue the 77-year tradition of the Red Flannel Festival. The following pages describe the complimentary packages Festival sponsors receive as our way of saying ***THANK YOU*** for your generous support. Please contact the Festival office if you have any questions after reviewing this packet at 616.696.2662 or email president@redflannelfestival.org.

All event sponsorships and advertisements are first come, first served. The deadline for all sponsorships is **June 30, 2016**. Please include your check for ½ down now, with the final payment due by July 30, 2016. All contributions are completely tax deductible with the Festival's **non-profit 501(c) 3 status!**

Thank you for your time, interest and support of the 2016 Red Flannel Festival. We look forward to yet another outstanding year for the 15th oldest Festival in Michigan!

The 2016 Red Flannel Festival Board:

Michele Tracy, President

Randy VanDuyn, 1st Vice President

Mark Laws, 2nd Vice President

Matt Andres, Treasurer

Lea Drake, Secretary

Andrew Bartoszek, Liz Thorington, Laura Nozal & Rick Knapp, Jr., Trustees



Complimentary Sponsor Packages

Packages based on TOTAL donation. May split total donation into several different events!

Complimentary Package #1 (Total Investment of \$7,500+):

- ◆ Appearance at your business by the Red Flannel Queen and Court;
- ◆ CUSTOM FLOAT for the Grand Parade;
- ◆ Company name and logo on Billboard Advertising;
- ◆ TV and Radio Ad exposure with YOUR BUSINESS NAME mentioned on EACH;
- ◆ FULL PAGE Red Flannel Festival Brochure Advertisement;
- ◆ Festival FACEBOOK Page Listing;
- ◆ 8 tickets to the Queen's Scholarship Pageant;
- ◆ 4 tickets to Red Flannel Wine and MicroBrew Tasting;
- ◆ Plaque of Appreciation
- ◆ An invitation to the Sponsor Appreciation Breakfast;

PLUS... 8 Red Flannel Festival deluxe sweatshirts, 8 Red Flannel Festival Buttons and 6 coupons for 15% off any 6 Red Flannel Festival Souvenirs.



Complimentary Package #2 (Total Investment of \$5,000-\$7,499):

- ◆ Appearance at your business by the Red Flannel Queen and Court;
- ◆ CUSTOM FLOAT for the Grand Parade;
- ◆ TV and Radio Ad exposure with YOUR BUSINESS NAME mentioned on EACH;
- ◆ FULL PAGE Red Flannel Festival Brochure Advertisement;
- ◆ Festival FACEBOOK Page Listing;
- ◆ 6 tickets to the Queen's Scholarship Pageant;
- ◆ 2 tickets to Red Flannel Wine and MicroBrew Tasting;
- ◆ Plaque of Appreciation
- ◆ An invitation to the Sponsor Appreciation Breakfast;

PLUS...6 Red Flannel Festival deluxe sweatshirts, 6 Red Flannel Festival Buttons and 6 coupons for 15% off any 6 Red Flannel Festival Souvenirs.

Complimentary Package #3 (Total Investment of \$2,500-\$4,999):

- ◆ Appearance at your business by the Red Flannel Queen and Court;
- ◆ TV and Radio Ad exposure with YOUR BUSINESS NAME mentioned on EACH;
- ◆ Half page Red Flannel Festival Brochure Advertisement;
- ◆ Festival FACEBOOK Page Listing;
- ◆ 4 tickets to the Queen's Scholarship Pageant;
- ◆ An invitation to the Sponsor Appreciation Breakfast;

PLUS...4 Red Flannel Festival deluxe sweatshirts, 4 Red Flannel Festival Buttons, 4 coupons for 15% off any 4 Red Flannel Festival Souvenirs and a Certificate of Appreciation.



Complimentary Package #4 (Total Investment of \$1,000-\$2,499):

- ◆ TV and Radio Ad exposure with YOUR BUSINESS NAME mentioned on EACH;
- ◆ Quarter page Red Flannel Festival Brochure Advertisement;
- ◆ Festival FACEBOOK Page Listing;
- ◆ 2 tickets to the Queen's Scholarship Pageant;
- ◆ An invitation to the Sponsor Appreciation Breakfast;

PLUS...2 Red Flannel Festival deluxe sweatshirts, 2 Red Flannel Festival Buttons, 2 coupons for 15% off any 4 Red Flannel Festival Souvenirs and a Certificate of Appreciation.

Complimentary Package #5 (Total Investment of \$500-\$999):

- ◆ Radio Ad exposure with YOUR BUSINESS NAME mentioned;
- ◆ 2 tickets to the Queen's Scholarship Pageant;
- ◆ Festival FACEBOOK Page Listing;
- ◆ An invitation to the Sponsor Appreciation Breakfast;

PLUS...2 Red Flannel Festival screen printed t-shirts, 2 Red Flannel Festival Buttons, 2 coupons for 15% off any 3 Red Flannel Festival Souvenirs and a Certificate of Appreciation.

Complimentary Package #6 (Total Investment of \$200-\$499):

- ◆ An invitation to the Sponsor Appreciation Breakfast;
- ◆ Festival FACEBOOK Page Listing;

PLUS...1 Red Flannel Festival Button, 1 coupon for 15% off any 1 Red Flannel Festival Souvenir and a Certificate of Appreciation.



Choose your event(s) from the list below. Total donation can be split between several different events!

\$1,000

- Grand Lodge (2)
- Red Flannel Art Review (2)
- Tribute Bands (4)

\$300

- Queen Scholarship Pageant (2)
- Parade Marching Band(s) (5)
- Bed Race (3)
- Queen Scholarship Committee (3)
- Read to Ride (2)

\$600

- Grand Parade (2)
- Arts & Crafts Fair (2)
- Red Flannel Press (3)
- Wine and MicroBrew Tasting (3)

\$250

- Prince & Princess Contest (4)
- Queen's Tea (2)
- Children's Parade (6)
- Cornhole Tournament (4)
- Model Train Show (4)

\$500

- Queen's Float (6)
- Flapjack Breakfast (2)
- Keystone Kops (2)
- Trolley (4)
- Antique Tractor Pull (1)

\$200

- Photography Contest (2)
- School Window Decorating (2)
- Euchre Tournament (2)
- House Decorating (2)

\$350

- Car Show (6)
- 5K Run (10)
- Grandstand (5)
- Sponsor Breakfast (2)

BROCHURE ADVERTISING ONLY

Full Page: \$400

Half Page: \$225

Quarter Page: \$199

Business Card: \$150

*Non-Profit Organizations receive 50% off advertising!
Add \$75 per hour typesetting fee if not camera ready advertisement.*



2016 Red Flannel Festival Sponsorship Agreement

Company Name: _____

Contact Name: _____ Phone: _____

Address: _____

Fax: _____ E-Mail: _____

I Want to Sponsor the Following Event(s) Total donation can be split between several events:

Payment for \$ _____ Enclosed _____
Signature _____

Thank you for your support of the Red Flannel Festival!

- ◆ The Sponsorship deadline is **June 30, 2016**.
- ◆ Please include camera-ready artwork for ads. **Ads created for \$75 per hour by our Graphic Artist.**
- ◆ Sponsor names on banners are limited to the sponsor's name only and names will be in a one-color (black or red) block-style stock font. Custom logos and text are additional - please inquire if interested.
- ◆ Please note that all banners and signs remain the property of the Red Flannel Festival.
- ◆ Payment is due with the Sponsorship Agreement, unless prior arrangements are made with the Red Flannel Festival. Checks should be made payable to the Red Flannel Festival and are tax-deductible.
- ◆ Please mail your Sponsorship Agreement and payment to:
The Red Flannel Festival
PO Box 43
Cedar Springs, MI 49319.
- ◆ Questions? Please call 616.696.2662 or email president@redflannelfestival.org.