



Dear Friend of the Festival:

The Red Flannel Festival Board is hard at work preparing for the 78th 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 2017 Festival is "***Rockin Round the Clock!***"

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 5,000 copies printed and distributed in Kent, Montcalm, Muskegon, Newaygo, Ottawa and Mecosta Counties.

We're excited to share we have partnered with ***WLAV Radio in GRAND RAPIDS*** to air commercials, and partnered with ***FOX 17 TV*** to air **EXCITING, FUN TELEVISION COMMERCIALS** to positively promote your business, the Red Flannel Festival and Cedar Springs! The ***Festival FACEBOOK PAGE*** compliments our website with over 5,000 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 78-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](mailto:president@redflannelfestival.org).

All event sponsorships and advertisements are first come, first served. The deadline for all sponsorships is **June 30, 2017**. Please include your check for ½ down now, with the final payment due by July 30, 2017. 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 2017 Red Flannel Festival. We look forward to yet another outstanding year for the 15<sup>th</sup> oldest Festival in Michigan!

The 2017 Red Flannel Festival Board:

*Randy VanDuyn, President*

*Mark Laws, 1<sup>st</sup> VP*

*Matt Andres, Treasurer*

*Lea Drake, Secretary*

*Andrew Bartoszek, Loralee Nauta, and Nancy Deyman, 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;
- ◆ 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;
- ◆ 4 entries to the Red Flannel 5K/10K;
- ◆ 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;
- ◆ 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;
- ◆ 2 entries to the Red Flannel 5K/10K;
- ◆ 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;
- ◆ 2 entries to the Red Flannel 5K/10K;
- ◆ 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;
- ◆ 1 entry to the Red Flannel 5K/10K;
- ◆ 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)

**\$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)

**\$500**

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

**\$250**

- Prince & Princess Contest (4)
- Queen's Tea (2)
- Children's Parade (6)

**\$350**

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

**\$200**

- Photography Contest (2)
- School Window Decorating (2)
- House Decorating (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.*



## **2017 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, 2017**.
- ◆ 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](mailto:president@redflannelfestival.org).