



308 E Cayuga St., Bellaire
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www.facebook.com/destinationbellaire

Sponsorship Opportunities 2021

12/1/2020

The year of 2020 made it difficult to be able to hold many of our events that we rely on to financially support the chamber with marketing and day of event expenses.

It is the time of year that the Bellaire Chamber of Commerce is making plans for our 2021 community events including the Annual Rubber Ducky Festival, Paddle Antrim Block Party, Harvest Festival & Scarecrow Extravaganza, Small Business Saturday, Holiday Gift Fair, Light Up the Night and Art in Ice, Sweet and Nice. We are hoping this new year will bring our events back in full swing for everyone to enjoy!

With the success of these events, there has been an increase in non-revenue generating expenses that we need help with such as marketing, port-a-potties, equipment rental and entertainment. Through your sponsorship, recognition of your business as a community partner will be through the Chamber's website, Facebook, print marketing and day of event materials.

Take a moment to review the enclosed informational flyer as it highlights all of the affordable opportunities **to support the Bellaire Chamber of Commerce's 2021 Events.**

We look forward to partnering with you this season.

Sincerely,

Sue & Sam

Bellaire Chamber of Commerce

2021 Sponsorship Opportunities

2021 “Spotlight” Sponsor - \$2500 (2 available) –

- Includes a \$550 Gold Membership with the Chamber
- For all events:
 - o Name on all print material including advertising, posters and t-shirts
 - o Name on all banners
 - o Dedicated page on Chamber website with business information
 - o Banner ad on chamber website
 - o Mention on Radio Ads for each event as a sponsor
 - o Recognition on Chamber website and Facebook page
 - o Day of event recognition through announcements and sponsorship poster.

2021 Rubber Ducky Festival – August 21, 2021

Presenting Sponsor - \$2000 (1 available) -

- Support all the marketing efforts including radio, print and online to promote the event
- Includes a \$550 Gold Membership with the Chamber
- Grand Marshall at Rubber Ducky Parade
- Name on Event Banner
- Name on Tickets
- Mention on Radio Ads for the event
- Name on all event related print materials including advertising, posters and t-shirts
- Recognition on Chamber website and Facebook page
- Day of event recognition through announcements and sponsorship poster.

Contributing Sponsor - \$500 (1 available)

- Space to hang business banner or yard sign outside Bounce House area
- Name on all event related print materials including advertising, posters, etc
- Recognition on Chamber website and facebook page
- Day of event recognition through announcements and sponsorship poster.

Supporting Sponsor - \$100 (unlimited available)

- Support additional costs including port-a-potty rental.
- Recognition on Chamber website and facebook page
- Day of event recognition through announcements and sponsorship poster.

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2021 Harvest Festival & Scarecrow Extravaganza – September 25

Presenting Sponsor - \$2000 (1 available)

- Support all the marketing efforts including radio, print and online to promote the event
- Includes a \$550 Gold Membership with the Chamber
- Name on Event Banner
- Mention on Radio Ads for the event
- Name on all event related print materials including advertising, posters, etc
- Recognition on Chamber website and facebook page
- Day of event recognition through announcements and sponsorship poster.

Contributing Sponsor - \$1000+ (1 available)

- Space to hang business banner or yard sign outside Bounce House area
- Name on all event related print materials including advertising, posters, etc
- Recognition on Chamber website and facebook page
- Day of event recognition through announcements and sponsorship poster.

Brew Tent Sponsor - \$500 (3 available)

- Support the table, chair and tent rentals for the Brew Tent
- Space to hang business banner outside Brew Tent area
- Name on all event related print materials including advertising, posters, etc
- Recognition on Chamber website and facebook page
- Day of event recognition through announcements and sponsorship poster.

Tunes Sponsor - \$500 (3 available)

- Support the live entertainment for the day
- Space to hang business banner near Stage area
- Name on all event related print materials including advertising, posters, etc
- Recognition on Chamber website and facebook page
- Day of event recognition through announcements and sponsorship poster.

Supporting Sponsor - \$100 (unlimited available)

- Support additional costs including port-a-potty rental and straw bale purchases.
- Recognition on Chamber website and facebook page
- Day of event recognition through announcements and sponsorship poster.

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Light Up the Night – December 4, 2021

Presenting Sponsor - \$1500 (1 available) -

- Support all the marketing efforts including radio, print and online to promote the event
- Space to hang business banner at Chamber Tent area
- Name on Soup Cook-off Tickets
- Name on all event related print materials including advertising, posters, etc
- Recognition on Chamber website and facebook page
- Day of event recognition through announcements and sponsorship poster.

Paddle Antrim – September 17, 2021

Contributing Sponsor - \$500 (unlimited available)

- Support Entertainment and hospitality tent at the Bellaire Block Party @ Richardi Park 2-5pm

In-Kind Sponsorship Opportunities:

Examples include media sponsorship and/or item donation. All in-kind donation valued above \$1500 per event will receive recognition as stated above for cash sponsorships (does not include chamber membership).

All other in-kind sponsorships will receive recognition on the Bellaire Chamber website, Facebook page, and on sponsorship posters during the event.

Rubber Ducky Festival- In Kind Needs-

- Banner Printing
- Advertising (Bellaire, Charlevoix, Petoskey, and Traverse City)
- Radio Ads - 2 week run prior to event with dominator package 3 days prior
- T-shirt printing
- Hotel rooms for Bounce House company

Harvest Festival- In Kind Needs-

- Banner Printing
- Advertising (Bellaire, Charlevoix, Petoskey, and Traverse City)
- Radio Ads - 2 week run prior to event with dominator package 3 days prior
- Beer Tents (estimated size: 20x30 & 10x10)
- Porta potties for Beer Tent (\$250 value)
- Haybales
- Hotel rooms for Bounce House company

Light Up the Night- In Kind Needs-

- Banner Printing
- Advertising (Bellaire, Charlevoix, Petoskey, and Traverse City)
- Radio Ads - 2 week run prior to event with dominator package 3 days prior
- Ticket printing
- Soup Bowls, Spoons and Napkins– (estimated 5,500 quantity)