



**MONTROSE
BLUEBERRY
FESTIVAL INC.**

P.O. Box 316
Montrose, MI 48457
telephone: (810) 639-3475
fax: (810) 639-3474

3rd Weekend in August

I WOULD LIKE TO BECOME A
MONTROSE BLUEBERRY FESTIVAL SPONSOR

Name of Business/Organization _____

Contact Name _____

Business Address _____ PO Box _____

City/State/Zip _____ Phone _____

Contact Email _____

Business/Organization Website _____

*Corporate Logo: Attach camera-ready design or include on separate sheet.

*The Montrose Blueberry Festival will place corporate logo on select printed materials and media distribution if possible.

Please Select Your Desired Level of Sponsorship:

Blueberry Festival Gold Sponsor	\$2,500 or more	_____
Blueberry Festival Silver Sponsor	\$1,000-\$2,499	_____
Blueberry Festival Bronze Sponsor	\$500-\$999	_____
Blueberry Festival Partner	\$250-\$499	_____
Blueberry Festival Friend	\$100-\$249	_____

Checks should be made payable and mailed to:

Montrose Blueberry Festival
P.O. Box 316
Montrose, MI 48457-0316





Levels of Sponsorship

Blueberry Festival Gold Sponsor (*contribution of \$2,500 or equivalent gift-in-kind*)

- Title Sponsor Recognition
- Name on festival t-shirt
- Name on corporate banner placed at Entertainment Tent
- Recognition on printed materials
- Recognition on materials for media distribution
- Name on sponsorship page of Blueberry Festival magazine
- Website recognition and link to sponsor website
- VIP passes

Blueberry Festival Silver Sponsor (*contribution of \$1,000-\$2,499 or equivalent gift-in-kind*)

- Large Event Sponsor Recognition i.e. Pancake Breakfast; Entertainment Tent
- Name on corporate banner placed at sponsored venue
- Recognition on printed materials
- Recognition on materials for media distribution
- Name on sponsorship page of Blueberry Festival magazine
- Website recognition and link to sponsor website
- VIP passes

Blueberry Festival Bronze Sponsor (*contribution of \$500-\$999 or equivalent gift-in-kind*)

- Medium Event Sponsor Recognition i.e. Golf Scramble; Road Race; Car Show
- Name on corporate sign placed at sponsored venue
- Recognition on printed materials
- Name on sponsorship page of Blueberry Festival magazine
- Website recognition and link to sponsor website
- VIP passes

Blueberry Festival Partner (*contribution of \$250-\$499 or equivalent gift-in-kind*)

- Small Event Sponsor Recognition i.e. Movie Night; Teen Dance; Parade Unit, etc.
- Name on corporate poster attached to parade unit
- Name on sponsorship page of Blueberry Festival magazine
- Website recognition and link to sponsor website
- VIP passes

Blueberry Festival Friend (*contribution of \$100-\$249 or equivalent gift-in-kind*)

- Name on sign at sponsored venue (can be any size event)
- Name on sponsorship page of Blueberry Festival magazine
- Website recognition

Let us customize a sponsorship program especially geared to your corporate specifications and your level of sponsorship.





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Montrose Blueberry Festival Sponsor Info

Remember the fun you had during the summer fair or festival in your hometown when you were a kid? Remember the excitement when you saw the first carnival ride roll into town, and you watched as the big top was raised in the city park? The festival probably had music and softball tournaments and a long, colorful parade and crazy clowns, and the weather was warm and everyone was happy.

This year's festival offers up the same sights and sounds of years gone by; pancakes, parades, music, crafts, flea market and more all waiting for you to enjoy, including those delicious blueberries prepared just the way you love them. All this and more can be found here during the annual Montrose Blueberry Festival.

If this sounds like an ideal way to showcase your company's products or services, then you'll want to consider becoming a Blueberry Festival sponsor. Our Corporate Sponsorship Program provides a direct connection between your company and your current and potential customers. We hope you'll consider joining the Montrose Blueberry Festival's supporters; we're confident that our programs will encourage customer loyalty and validate your commitment to consumers. Besides, it might just bring out the kid in you who disappeared a long time ago.

Benefits of Becoming a Sponsor

The Montrose Blueberry Festival has evolved into a five-day affair and offers nearly fifty events throughout the week. Blueberry Festival venues offer your company a chance to connect with consumers while they receive YOUR message. Listed below are some of the benefits of your sponsorship of this fun-filled event:

- 25,000 – 35,000 on-site visitors during the five-day festival
- Demographically specific event sponsorship programs
- Media and public relations opportunities
- Radio and television interview opportunities
- Direct access to consumers through on-site product distribution and sampling
- Advertisement in festival "Official Blueberry Magazine"—distribution 15,000 homes (approximately 60,000 residents)
- Coupon and/or flyer opportunities
- Company staff participation opportunities
- Blueberry Festival website promotion and links to your site

Blueberry Festival Fun-Facts

FIRST FESTIVAL
was held in 1972

ANNUAL ATTENDANCE
estimate of 25,000 to 35,000

PROGRAM
consists of nearly fifty events, most of them free





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SOURCE OF INCOME

from event sponsors, ticket sales, concession vendors, raffles, auctions, and souvenir sales

PROMOTIONAL MATERIAL

via Blueberry Festival magazine, website, television, radio and newspaper coverage

FESTIVAL OPERATION

conducted by 25 committee members totaling 4,000 staff hours per year, all volunteer

COMMUNITY INVOLVEMENT

includes 600+ volunteers totaling 5,000 man-hours during festival operation

FESTIVAL DONATIONS

to local organizations and school programs average \$17,500 annually; over \$725,000 to date

ASSOCIATION MEMBERSHIPS

include Montrose Chamber of Commerce; Michigan Festivals and Events Association; FNO Festival Network Online; Event Lister.com, among others

Community Benefits

COMMUNITY PRIDE: festival tradition for over four decades; encourages residents to become involved in our community

CONTRIBUTION TO COMMUNITY: contributions to school programs and community organizations (Montrose High School, Middle School & Elementary Libraries; Montrose Special Olympics; Music Boosters; Montrose Digital Media MDM-TV.com; Montrose Patriots 4th of July Fireworks; Veteran's Bell Memorial Project; Prom Rendezvous, etc.), all funds stay local

FESTIVAL SCHOLARSHIP PROGRAM: Provides a \$500 scholarship to local graduating seniors

QUEEN SCHOLARSHIP PROGRAM: Provides \$1,500 to Queen, \$1,000 to Court, annually

ECONOMIC BENEFITS: Provides thousands of dollars to school programs not sufficiently funded through tax-payer dollars; nearly \$35,000 spent locally to put on the festival; creates hundreds of local volunteerism opportunities

Blueberry Festival Mission Statement

"The purpose of this organization shall be to promote activities and programs throughout the Montrose area that will have a beneficial effect upon the quality of life within. A first consideration shall be the improvement of recreational facilities, followed by other activities deemed worthy and beneficial by the directors. A constant consideration shall be given to community improvements with the aim of promoting community strength, well-being, and harmony."

Thank you for sponsoring the Montrose Blueberry Festival

