

11
Weeks

Event Sponsor

SOUNDS
SIGHTS
ON THURSDAY NIGHTS

June 8 – August 17, 2017

SOUNDS SIGHTS
FESTIVAL

July 27 – 29th, 2017

www.chelseafestivals.com

30,000
Visitors

\$20K
Marketing
Value

20,000
Website
Users

Thank you for your interest in becoming a major financial sponsor for the Sounds & Sights Festival. We invite you to become an essential part of an initiative to increase vibrancy in Chelsea, while supporting the local arts. Your support is an investment in our city's future. Through successful events like Sounds & Sights and this Festival, Chelsea has become a model destination community for visitors drawn to the arts.

EVENT SPONSOR BENEFITS

➤ Brand Recognition On or Within:

- **Main Event Banners** – 11 weeks SSTN plus a large Festival banner near the Main Entertainment Tent.
- **Brochures** - Sounds & Sights/S&S Festival brochure (5,000 pieces)
- **Posters** – 200 posters to be displayed throughout Washtenaw, Jackson and Livingston counties
- **Downtown Sponsor Sign** - Displayed on Main Street (11 weeks)
- **Radio Advertising & Public Service Announcements:** Ads will air on select stations covering all of Washtenaw County with additional exposure in Wayne, Livingston and Jackson counties. Over 400+ ads/PSAs.
- **Print Advertising:** Newsprint ads promoting the events.
- **Press Release:** Distributed to media throughout Michigan.
- **Eblasts & Social Media:** Email database of 1,200+, Facebook 2,000+

- **Sponsor Only Event:** Attend the private sponsor only event at The Common Grill in July and have a chance to win *a case of wine per month for a year OR a Trip for 2 to the Trinchero Family Estates in Napa Valley, California.*
- **Premier Website:** Logo will be displayed on the scrolling sponsor list on the chelseafestivals.com web site with a link to your web site. (20,000+ visitors annually)
- **Complimentary Passes:** Six (6) complimentary passes each night for the Social Tent at the Festival.
- **Proud Sponsor Sign:** A “Proud sponsor of Sounds & Sights” sign will be provided for use in your business.
- **Event Sponsor Value:** \$20,000
- **Your investment:** \$5,000



Previous year sponsors have first tight of refusal. Payments can be made in installments, contact info@chelseafestivals.com for arrangements. Donations are tax deductible to the extent allowed by law. All proceeds will go to support Sounds & Sights in downtown Chelsea. RENEWAL DEADLINE TO BE INCLUDED IN MARKETING MATERIALS: : APRIL 15, 2017