

11  
Weeks

# Gold Sponsor

SOUNDS  
SIGHTS   
ON THURSDAY NIGHTS

SOUNDS  SIGHTS  
FESTIVAL

June 8 – August 17, 2017

July 27 – 29th, 2017

[www.chelseafestivals.com](http://www.chelseafestivals.com)

30,000  
Visitors



\$15K  
Marketing  
Value



11  
Stages

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.

## **GOLD SPONSOR BENEFITS**

### ➤ Brand Recognition On or Within:

- **Stage A-frame Sign** - Sole sponsorship of a Sounds & Sights performance act (1 of 11) for the 11 week Sounds & Sights schedule with your company's name prominently displayed on a sign as "Gold Sponsor".
- **Brochures** - Sounds & Sights/S&S Festival brochure (5,000 pieces)
- **Posters** – 200 posters to be displayed throughout Washtenaw, Jackson and Livingston counties
- **Downtown Sponsor List Sign** - Displayed on Main Street (11 weeks)
- **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 *Trip for 2 to the Trinchero Family Estates in Napa Valley, California.*

➤ **Gold Website:** Logo will be displayed on the sponsor list on the [chelseafestivals.com](http://chelseafestivals.com) web site with a link to your web site. (20,000+ visitors annually)

➤ **Complimentary Passes:** Two (2) 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.

➤ Gold Sponsor Value: \$5,000

➤ Your investment: \$1,000



Previous year sponsor has first right of refusal. Payments can be made in installments, contact [info@chelseafestivals.com](mailto: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