



Thank you for your interest in becoming a major financial sponsor for Sounds & Sights. We invite you to become an essential part of an initiative to invest in Chelsea's future and support local arts. Through successful events like Sounds & Sights on Thursday Nights and the Sounds & Sights Festival, Chelsea has become a model destination community for visitors drawn to the arts.

## CAR SHOW STAGE SPONSOR BENEFITS

### Brand Recognition On or Within:

- Banner:** Your company name will be prominently displayed on a banner at the Classic Car Show with mentions during the event.
- Brochures:** Sounds & Sights/S&S Festival brochure (5,000 pieces)
- Posters:** 200 posters to be displayed throughout Washtenaw, Jackson and Livingston counties
- Flyers:** Promoting the Classic Car Show
- Downtown Sponsor List Sign:** Displayed on Main Street (11 weeks)
- Press Release:** Distributed to media throughout Michigan.
- E-blasts & Social Media:** Email database of 1,200+, Facebook 3,400+, Instagram, Twitter

### Sponsor Only Event

Attend the private sponsor only event at The Common Grill in July and have a chance to win 6 premium bottles of wine per month for a year from the Trincherro Family Estates portfolio.

### Website listing on ChelseaFestivals.com

Logo will be displayed on the sponsor list on the 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 in July.

### Proud Sponsor Sign

A "Proud sponsor of Sounds & Sights" sign will be provided for use in your business.

Classic Car Show Stage Sponsorship Value: \$5,000

**Your investment: \$1,000**

Previous year sponsor has first right of refusal. Payments can be made in installments, contact [sponsor@chelseafestivals.com](mailto:sponsor@chelseafestivals.com) for arrangements. Donations are tax deductible to the extent allowed by law.

Chelsea Area Festivals & Events is a 501(c)(3) tax exempt organization, our Tax ID number is 45-3727723.

All proceeds will go to support Sounds & Sights in downtown Chelsea. Sponsorship availability subject to change.

**SPONSORSHIP RENEWAL DEADLINE TO BE INCLUDED IN MARKETING MATERIALS: APRIL 1, 2018**