



SOUNDS & SIGHTS  
FESTIVAL  
July 26-28, 2018

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.

### FESTIVAL VIP TENT SPONSOR BENEFITS

#### VIP Tent:

**Exclusive sponsorship** for one (1) night of the Festival VIP Tent which is adjacent to the Main Sponsor Tent and will have visibility of the main stage and access to the main festival social tent. Your company will receive 25 VIP guest passes and will have exclusive use of the VIP tent for the night.

**VIP Service:** The VIP tent will have dedicated beer, wine & nonalcoholic beverage service and wait staff. Each of the 25 VIP guests will receive 2 drink tickets. Tables, chairs and linens provided. A list of preferred catering partners can be provided upon request.

#### Brand Recognition On or Within:

**Banner:** Your company name will be displayed on a banner at the VIP tent on your reserved night.

**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.

**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 Trinchero 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.

We have three (3) VIP Tent Sponsorships, one exclusive sponsor per festival night, available on a first come basis. Please specify which night you prefer: Thursday "Local Spotlight Music" July 26, Friday "Country Night" July 27 or Saturday "Dance Party" July 28

**Your investment: \$3,000 per night**

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.