



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

## PRESENTING SPONSOR BENEFITS - All 3 Major Events

### Brand Recognition

**Main Event Banners SSTN:** Sponsorship of a Sounds & Sights on Thursday Nights stage for the 11 week Sounds & Sights on Thursday Nights schedule with your company's logo prominently displayed on a "Wind Dancer" banner.

**Main Event Banner SSF:** Large Festival banner near the Main Entertainment Tent.

**Brochures:** Sounds & Sights/S&S Festival brochure (5,000 pieces) plus Hometown Holiday (2,500 pieces)

**Posters:** 200 posters to be displayed throughout Washtenaw, Jackson and Livingston counties

**Downtown Sponsor List Sign:** S&S (11 weeks) and Hometown Holiday (4 weeks) on Main Street

**Radio Announcements:** Mentions in all Radio ads on select stations covering all of Washtenaw County with additional exposure in Wayne, Livingston and Jackson counties. 400+ads/PSAs

**Print Advertising:** Newsprint ads promoting the events.

**Press Release:** Distributed to media throughout Michigan.

**E-blasts & Social Media:** Email database of 1,300+; Facebook 4,700+; Instagram 800+; Twitter 600+

### Sponsor Only Event

Attend the private sponsor only event at The Common Grill in July and have a chance to win a four-course dinner for 12 at the Common Grill with wine tasting.

### Premier Website listing on ChelseaFestivals.com

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

Twenty-four (24) complimentary passes for the Social Tent at the two-day Festival in July.

### Proud Sponsor Sign

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

Presenting Sponsor Value: \$25,000

**Your investment: \$10,000**

Previous year sponsor has first right of refusal until February 29, 2020. 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 Chelsea Area Festivals & Events. Sponsorship availability subject to change.

**SPONSORSHIP RENEWAL DEADLINE TO BE INCLUDED IN MARKETING MATERIALS: APRIL 1, 2020**