

LAKESHORE

ART FESTIVAL

July 6 and 7, 2018

SPONSORSHIP OPPORTUNITIES

The Lakeshore Art Festival features a unique blend of fine arts, crafts, music, children's activities, food and fun in historic Downtown Muskegon. Join hundreds of artists and thousands of guests at this artful event! Visit www.lakeshoreartfestival.org for more details.

Benefactor Sponsor - \$10,000+

- Logo prominently displayed on website, poster and ad placement
- Logo and 1/2 page ad space in brochure
- Promotional booth space at event
- Event specific naming opportunities
- Logo on general event banners and specific banners where applicable
- Business listings/mentions in press releases and live media interviews
- Social media recognition

Art Enthusiast Sponsor - \$3,000 to \$5,000

- Logo displayed on website, brochure and poster
- Event specific naming opportunities (\$5,000+)
- 1/4 page ad in brochure (\$5,000+)
- Promotional booth space at event (\$5,000+)
- Logo on general event banners and specific banners where applicable
- Social media recognition

Creative Sponsor - \$1,000+

- Logo displayed on website and brochure
- Logo on general event banners
- Interactive booth space at event
- Social media recognition

Friends of Art Sponsor - up to \$999 Value

- Logo displayed on website and brochure
- Social media recognition

Event Specific Opportunities:

- Craft Market
- Street Performers
- Artisan Food Market
- Children's Lane
- Community Door Project
- Kayak Sculpture Project
- Craft Beer/Wine Garden
- ATM Coverage

Additional Opportunities:

- Marketing support
- Branded Merchandise
- Volunteer T-shirts
- Lanyard/Name Badges
- Goodie Bags



The Lakeshore Art Festival is an event of the Muskegon Lakeshore Chamber of Commerce

PHONE: 231.724.3176 ♦ EMAIL: artfest@muskegon.org ♦ ONLINE: www.lakeshoreartfestival.org ♦ FAX: 231.728.7251
Lakeshore Art Festival ♦ 380 W. Western Ave, Suite 202 ♦ Muskegon, MI 49440

KAYAK SCULPTURE PROJECT

Festival attendees will be treated to a unique downtown art experience in the form of public artworks incorporating real kayaks. Local artists from the community have been invited to create sculptures using a kayak and the medium of their choice. The sculptures will be on display throughout downtown beginning July 5.

Signature Sponsor - \$10,000+

- Logo on general event banners
- Booth space at event, if desired
- Logo prominently displayed on website and Facebook
- Logo in brochure
- ¼ page ad in brochure
- Name included in kayak sculpture press releases
- Boosted Facebook posts
- Recognition plus opportunity to speak at unveiling event
- Logo on signage at all sculpture locations
- Logo featured on project signage

Kayak Sponsor - \$2,500+

- Logo prominently displayed on website and Facebook
- Name included in kayak sculpture press releases
- Recognition at unveiling event
- Logo featured prominently at location of partnered sculpture
- Logo featured on project signage

Paddle Sponsor - \$500+

- Logo on website and Facebook
- Name included in kayak sculpture press releases
- Recognition at unveiling event
- Logo featured on project signage

Sculpture Sponsor - \$5,000+

- Booth space at event, if desired
- Logo prominently displayed on website and Facebook
- Logo in brochure
- Name included in kayak sculpture press releases
- Facebook posts
- Recognition plus opportunity to speak at unveiling event
- Logo featured prominently at location of partnered sculpture
- Logo featured on project signage



COMMUNITY DOOR PROJECT



“Opening Doors to Possibilities” is the theme for this project. In partnership with the MAISD and Nuveen Center, fifteen local schools will be painting refurbished doors and visitors will be able to be part of the project by painting doors during the show. All doors will be displayed on location during the festival.

Creative Sponsor - \$1,000+

- Logo displayed on Lakeshore Art Festival and Arts Council of White Lake Websites, with link to business webpage
- Logo in brochure
- Logo on general event banners and brochure
- Social media recognition on Lakeshore Art Festival, Arts Council of White Lake, and Nuveen Center pages
- Logo displayed at community painting site
- Door sponsor opportunity

Door Sponsor - \$300+

- Listed as a sponsor on Lakeshore Art Festival and Arts Council of White Lake Websites, with link to business webpage
- Social media recognition on Arts Council of White Lake, and Nuveen Center pages
- Logo listed on sign next to sponsored door
- Option for logo to be stenciled on sponsored door (one color process)
- Business will keep sponsored door for display