

BECOME A SPONSOR

LAKESHORE ART FESTIVAL JULY 3 & 4, 2020

Maximize your business exposure and leverage lead generation! Sponsorship provides your business with brand awareness, recognition, and media exposure, all while making a statement that you are invested in the Muskegon Lakeshore community. Visit: lakeshoreartfestival.org/support/sponsors

Benefactor Sponsor - \$10,000+

- Business logo prominently displayed on website, brochure and poster
- Business logo and 1/2 page ad space in brochure
- Promotional booth space at event
- Event specific naming opportunities
- Business 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 - \$5,000+

- Business logo displayed on website, brochure and poster
- Event specific naming opportunities
- 1/4 page ad in brochure
- Promotional booth space at event
- Business logo on general event banners and specific banners where applicable
- Social media recognition

Visionary Sponsor - \$3,000+

- Business logo displayed on website and brochure
- Logo on poster
- 1/8 page ad in brochure
- Business logo on general event banners and specific banners where applicable
- Social media recognition

Creative Sponsor - \$1,000+

- Business logo displayed on website and brochure
- Business logo on general event banners
- Interactive booth space at Children's Lane
- Social media recognition

Friends of Art Sponsor - up to \$999

- Business logo displayed on website and brochure
- Social media recognition



Additional Opportunities:

- Volunteer T-shirts
- Lanyard/Name Badges
- Shopping Bags
- Fine Art/Fine Craft in the Park
- Street Performers
- Craft & Artisan Food Market
- Children's Lane
- Wine and Craft Beer Garden

Community Art Project:

Each year, the festival provides opportunities for the community as well as local non-profits to engage in public art.



DTE Foundation



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



MORE WAYS TO GET INVOLVED

LAKESHORE ART FESTIVAL JULY 3 & 4, 2020

The Lakeshore Art Festival features a unique blend of juried fine art, handcrafted goods, music, children's activities, food and fun in Downtown Muskegon, Michigan. Join hundreds of artists and thousands of guests at this artful event!
Visit: lakeshoreartfestival.org



QUICK STATS

- Top 200 Best Show in America - Sunshine Artist Magazine
- People's Choice Award in West Michigan - Grand Haven Tribune
- Best Art & Craft Festival in Michigan - ArtFairCalendar.com
- 2 Day Event
- 3 Stages
- 20 Children's Lane Booths
- 22 Food Booths
- 125 Fine Art/Fine Craft Exhibitors
- 200 Craft & Artisan Food Exhibitors
- 300 Local Volunteers
- 60,000 Guests



VOLUNTEER OPPORTUNITIES

The Lakeshore Art Festival is a fun-filled volunteer opportunity. We are looking for volunteers to fill positions including: Support Services, Hospitality Team, Merchandise Sales, Children's Lane, Street Team and more. Visit: lakeshoreartfestival.org/support/volunteer-positions



PARTNERSHIPS & MORE

Lakeshore Art Festival gives back! In 2019, the festival donated over \$22,000 to six+ local organizations. In addition, the festival partners with community organizations to bring interactive art to the Muskegon Lakeshore. Have an idea? Interested in becoming a partner? Send us an email at artfest@muskegon.org.

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