

BECOME A SPONSOR

LAKESHORE ART FESTIVAL JUNE 26 & 27, 2021

A lot has changed this past year, and we are hopeful that 2021 will bring brighter, more artful and festive days! Please join us in making the greater Muskegon Lakeshore area a premier destination by supporting the Lakeshore Art Festival! Enhance your business exposure, brand awareness, local recognition, and media coverage, while making a statement that you are invested in our community. Visit: lakeshoreartfestival.org/support/sponsors for more information.

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
- 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 City of Muskegon, Downtown Development Authority
PHONE: 231.724.6705 • EMAIL: info@lakeshoreartfestival.org • ONLINE: www.lakeshoreartfestival.org
Lakeshore Art Festival • 933 Terrace St. • Muskegon, MI 49440



WATCH MUSKEGON

MORE WAYS TO GET INVOLVED

LAKESHORE ART FESTIVAL

JUNE 26 & 27, 2021

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! The festival has donated nearly \$200,000 to local organizations and the arts. In addition, the festival partners with community organizations to bring interactive and permanent art to the Muskegon Lakeshore. Have an idea? Interested in becoming a partner? Send us an email at info@lakeshoreartfestival.org



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