

# Take Advantage of Our Captive Audience!

**GET INVOLVED!**

**BE A PART OF MI'S BIG COUNTRY FEST!**



**October 19-20, 2018**

And here's how...

The majority of this festival's attendees are local, within a **30 mile radius**, unlike many festivals in the area. This is beneficial to you because you can reach the LOCAL demographic that is out and about in our area YEAR-ROUND, spending their money. This event can give you a great amount of exposure to a local captured audience.

**BE A SPONSOR.** Get great benefits and exposure before, during and after the festival! See the many options on the back of this page. We are open to sponsorship trades as well- ie volunteer meals, goods & services, etc.

**HAVE A BOOTH.** Do you have a product, service or experience that you would like to show this captivated audience? Be in front of them showing it off!

Just fill out the enclosed commitment form and mail or email it to me. If you would like to put together something custom, just let me know and together, we will create a package that fits your needs!

Sincerely,

Jeanna Rogner, President



# MI'S BIG COUNTRY FEST SPONSORSHIP OPTIONS

Friend of the Country Fest	\$150	Listed on Event Schedule, 2 Admission tickets
Howdy Partner Sponsor	\$300	Listed on Website, Event Schedule, 8 Admission tickets, 1 Banner at event
Cowboy Sponsor	\$600	Logo on Poster, Brochure, Website, Event Schedule, 14 Admission tickets, 2 Banners at event
Sheriff Sponsor	\$1,000	Logo prominent on Poster, Brochure, Website, Event Schedule, Facebook promoted post, 30 Admission tickets and 3 Banners at event



## LIMITED, first come, first serve options:

These levels also get:

Admission tickets = 1 per \$200 (rounded up)

Listed on the website, sized according to price level

TITLE SPONSOR	\$3,000	The ultimate custom package, logo prominent on all advertising, radio mentions, VIP reception, social media blasts, booth space, banners at event & much more.
Stage Sponsor	\$1,500	Logo across the stage backdrop (great for photos!)
Billboard Sponsor	\$1,000	Logo on billboard, limit 1 per board
Private VIP Section at Festival	\$800	Designated VIP area with personal bartender, free souvenirs and customized specials
Volunteer T-Shirt Sponsor	\$600	Logo on volunteer shirt, worn year-round, limit 1
Radio sponsor	\$500	"Brought to you by" tag line at the end of each commercial, limit 1 per station, 3 available
Brochure Sponsor	\$500	3.5" x 3" ad on brochures, limit 1
Photo Booth Sponsor	\$400	Logo and message on each photo taken, limit 1
Wristband Sponsor	\$400	Logo/slogan/coupon on wristbands, limit 1 per night
Beer Ticket Sponsor	\$350	Logo on beer tickets, limit 1
Admission Ticket Sponsor	\$250	Company information on the back of the admission tickets- 1000 pieces, limit 1



## **Booth Space**

\$150

10x10 space within the main area (non-food), approval required



## **Social Media**

\$150

One post on the event Facebook page; have your coupons, flyers on display at the event

# CLOSING AGREEMENT

Please fill out and mail or email this page to sign up!

Name \_\_\_\_\_

Business \_\_\_\_\_

Sponsorship Option: \_\_\_\_\_ Amount \$ \_\_\_\_\_

- Please invoice me
- Check is enclosed
- Contact me to create a custom package
- Please send me vendor details

**THANK YOU!**

\_\_\_\_\_  
**Signature**  
**Sponsor Representative**

\_\_\_\_\_  
**Date**

*\*Please return as soon as possible so you don't miss out on any of the benefits of your sponsorship due to timing!*

## **CONTACT INFORMATION:**

Jeanna Rogner

**Phone:** 989-652-8008

**Email:** info@bigcountryfest.com

**Mailing Address:** PO Box 301,  
Frankenmuth MI 48734

**Event Location:** Harvey Kern  
Pavilion, Heritage Park,  
601 Weiss Street,  
Frankenmuth, MI 48734

[www.BigCountryFest.com](http://www.BigCountryFest.com)

[www.facebook.com/fmuthcountry](http://www.facebook.com/fmuthcountry)

## **EVENT DETAILS - - - -**

- ★ October 19 & 20, 2018
- ★ Friday & Saturday: 5pm - Midnight
- ★ Harvey Kern Community Pavilion,  
Heritage Park, Frankenmuth
- ★ Six Live Bands
- ★ Mechanical Bull
- ★ Beer, Mixed Drinks, Bloody Marys
- ★ FREE Line Dancing Lessons
- ★ Arts Council Iron Pour
- ★ FREE Photo Booth
- ★ Fun and Unique Souvenirs
- ★ BBQ Competition
- ★ Cornhole Tournament
- ★ HUGE Door Prizes!
- ★ Only \$5 Admission Charge
- ★ Free Parking
- ★ Handicapped Accessible

