

# Take Advantage of Our Captive Audience!



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

Sept 29-30, 2023

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 with you. This event can give you a great amount of exposure to a local captured audience.

**BECOME 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.

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

Sheriff Sponsor	\$800	Logo prominent on Poster, Brochure, Website, Event Schedule, 2 Facebook promoted post, 30 Admission tickets, Booth Space and 2 Banners at event
Cowboy Sponsor	\$500	Logo and Link on Website, Logo on Event Schedule & Sponsor Board, 14 Admission tickets, 1 Banner at event, Promoted Facebook Post
Howdy Partner Sponsor	\$350	Listed on Website, Event Schedule and Sponsor Board, 8 Admission tickets, 1 Banner at event
Friend of the Country Fest	\$150	Listed on Event Schedule, 2 Admission tickets



## Options below are LIMITED, first come, first serve:

### These levels also get:

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

"Proud to Sponsor" yard sign if desired.

Listed on the website, sized according to price level

TITLE SPONSOR	\$4,000	Your branding on a giveaway to each attendee, logo prominent on all advertising, radio mentions, VIP reception, sponsored social media posts, booth space, banners at event & much more.
Private VIP Section at Festival	\$1,500	Designated VIP area at event with personal bartender, free souvenirs and customized specials
Stage Sponsor	\$1,000	Logo across the front and sides of the stage
Volunteer T-Shirt Sponsor	\$800	Logo on volunteer shirt, worn year-round, limit 2
Billboard Sponsor	\$600	Logo on billboard, limit 1 per board
Radio sponsor	\$500	"Brought to you by" tag line at the end of each commercial, limit 1 per station, 3 stations
Beer Ticket Sponsor	\$500	Logo on beer tickets, limit 1
Wristband Sponsor	\$450	Logo/coupon on wristbands, limit 1 per night 1 Left!
Brochure Sponsor	\$400	3.5" x 3" ad on brochures, limit 1 SOLD!!
Photo Booth Sponsor	\$400	Logo on each photo, photos sent immediately to their phone for ease of social media use, limit 1
Digital Sponsor	\$350	Ad in email newsletter (4000+), Facebook post (5,800+), limit 5 sponsors, pre-approval required
Admission Ticket Sponsor	\$250	Company information on the back of the admission tickets- 1000 pieces, limit 1

# CLOSING AGREEMENT

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

Name \_\_\_\_\_

Business \_\_\_\_\_

Contact me to create a custom package

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

Please invoice me

Check is enclosed

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 - - - -**

- ★ Sept 29-30, 2023
- ★ Friday & Saturday: 5pm - Midnight
- ★ Harvey Kern Community Pavilion,  
Heritage Park, Frankenmuth
- ★ Four Live Bands
- ★ Mechanical Bull
- ★ Beer, Mixed Drinks, Bloody Marys
- ★ FREE Line Dancing Lessons
- ★ Fun and Unique Souvenirs
- ★ Vendors & Food Trucks
- ★ Cornhole
- ★ HUGE Door Prizes!
- ★ Only \$9 Admission Charge
- ★ Free Parking
- ★ Handicapped Accessible

