

BE A PART OF BIG COUNTRY FEST!

Big Country Fest is still growing! We were very close to capacity last year and plan to **sell out this year!** The vibe at the event is like none other. People are just plain happy and the music is amazing. I invite you to come check it out and see what the buzz is all about! And better yet....



Oct. 3-4, 2025

BECOME A SPONSOR! Receive great benefits and exposure before, during and after the festival! Get in front of **almost 6,000 people** in person and many more digitally. See the 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 we will create a package that fits your needs!

Sincerely,

Jeanna Rogner, President

The average age of the 2024 event's attendees was 32.



MI'S BIG COUNTRY FEST SPONSORSHIP OPTIONS

Sheriff Sponsor	\$1,000	Logo prominent on Promotional Materials, Website, Event Schedule, 2 Facebook promoted posts, 30 Admission tickets, Booth Space and 2 Banners at event
Cowboy Sponsor	\$600	Logo and Link on Website, Logo on Event Schedule & Sponsor Board, 14 Admission tickets, 1 Banner at event, Promoted Facebook Post
Howdy Partner Sponsor	\$300	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

Presenting Sponsor	\$8,000	Logo prominent on all advertising and website, radio mentions, DJ recognition, custom souvenirs, VIP reception for 100, premium logo'd giveaway to attendees, promoted social media posts, booth space, banner take over at event.
TITLE SPONSOR	\$4,000	Logo prominent on all advertising, radio mentions, DJ recognition, VIP reception for 50, promoted social media posts, booth space, banners at event.
Private VIP Section at Festival	\$2,000	Designated VIP area at event with bartender, restroom, free souvenirs and customized drink specials for 50 people
Stage Sponsor	\$1,000	Logo/message displayed prominently on the stage's side trussing, great for photos! Materials included.
Volunteer T-Shirt Sponsor	\$600	Logo on volunteer shirt, worn year-round, limit 4
Billboard Sponsor	\$500	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
Brochure Sponsor	\$400	4" x 1" ad on brochures, limit 1
Wristband Sponsor	\$400	Logo/slogan/coupon on wristbands, limit 1 per night
Beer Ticket Sponsor	\$400	Logo on beer tickets, limit 1
Photo Booth Sponsor	\$400	Logo/message on photos sent immediately to their phone for use on social media use, limit 1
Digital Sponsor	\$350	Ad in email newsletter (3,900), Facebook post (6,500+), limit 4, pre-approval required
Admission Ticket Sponsor (Digital & Print)	\$350	Company information on all digital and printed admission tickets, limit 1

CLOSING AGREEMENT

Please fill out and mail or email this page to sign up! First come, first serve. Thank you!!

Business _____

Contact _____

☐ 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

www.facebook.com/fmuthcountry

EVENT DETAILS + + + +

- ★ October 3-4, 2025
- ★ 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 \$12 Admission Charge
- ★ Free Parking
- ★ Handicapped Accessible

