

South Lyon's much anticipated community event turns 27 this year. For nearly three decades, the **South Lyon Area Pumpkinfest** has provided wholesome entertainment for all ages.

Last year's event, relocated to Downtown South Lyon, saw an expanded attendance of over **16,000 people** filling the streets of our charming downtown enjoying the spirit of our community.

The festival for 2011 will again focus on key attractions such as **live music, children's activities and entertainment, non-profit booths and the craft show.** And of course, the weekend would not be complete without the **Pumpkinfest Parade** kicking off the event.

With your support, we can continue to make Pumpkinfest even better. We strive at increasing the quality of entertainment and activities as well as increase **regional awareness** of the festival. Our goal is to make Pumpkinfest an event with regional appeal and to give our sponsors as much exposure as possible.

As a non-profit organization we rely heavily on the generous support of our sponsors. This is why we provide a **range of highly visible, cost effective sponsorship opportunities** for your business. Your contribution not only supports this community event, but also works towards increasing your business.

The South Lyon Area Pumpkinfest is a perfect way to reach the growing market of young families and active adults in our area. Sponsorship of the festival offers a **tremendous value** for your investment.



27th Annual South Lyon Area Pumpkinfest

2011 Sponsorship Opportunities

Downtown South Lyon
October 1 & 2
www.southlyonpumpkinfest.com

27th South Lyon Area Pumpkinfest 2011 Sponsorship Opportunities



\$5,000

Presenting Sponsor

(One Available)



- **Sponsor name will be directly linked to the festival title**
- **Press releases** distributed to major Metro Detroit media outlets
- **Cover-page and premium ad position** in the South Lyon Herald Official Pumpkinfest **Event Guide** with circulation of over 39,000
- Inclusion in the South Lyon Herald **lead-in event coverage**
- **Headline presence in all promotional material** including over 250 posters distributed throughout the area, school flyers, tri-fold brochures and schedules distributed to all craft show and downtown festival attendees
- **Internet presence** on websites: Pumpkinfest (over 4,500 hits in 2010), City of South Lyon, and Chamber of Commerce for the South Lyon Area; on **social media** outlets (Facebook event page) as well as postings on **Public Access Channel 19**
- **Opportunity to address the audience** from Main Stage or recognition provided from the stage during the festival
- **Complimentary vendor space** providing direct interaction with attendees of the event via a 10' x 20' tent space downtown (please supply tent)
- **24 tickets for free admission** to the Beer Garten
- **Banner** with name/logo prominently displayed at the event (your banner or we will supply)
- **Banner** with name/logo carried during the parade
- Signage prominently displayed on a **Pumpkin Scarecrow** centerpiece
- **Avenue banner** on city lamppost displayed the beginning of September
- Your name/logo printed on t-shirts worn by over 200 participants in the **5k Pumpkinfest Run**

27th South Lyon Area Pumpkinfest 2011 Sponsorship Opportunities



\$3,500 Great Pumpkin Sponsor



- **Press releases** distributed to major Metro Detroit media outlets
- **Full page color ad** in the South Lyon Herald Official Pumpkinfest **Event Guide** with circulation of over 39,000
- Inclusion in the South Lyon Herald **lead-in event coverage**
- **Inclusion in all promotional material** including over 250 posters distributed throughout the area, school flyers, tri-fold brochures and schedules distributed to all craft show and downtown festival attendees
- **Internet presence** on websites: Pumpkinfest (over 4,500 hits in 2010), City of South Lyon, and Chamber of Commerce for the South Lyon Area; on **social media** outlets (Facebook event page) as well as postings on **Public Access Channel 19**
- **Complimentary vendor space** providing direct interaction with attendees of the event via a 10' x 10' tent space downtown (please supply tent)
- **12 tickets for free admission** to the Beer Garten
- **Banner** with name/logo prominently displayed at the event (your banner or we will supply)
- **Banner** with name/logo carried during the parade representing contributors at this level
- Signage prominently displayed on a **Pumpkin Scarecrow** centerpiece
- **Avenue banner** on city lamppost displayed the beginning of September
- Your name/logo printed on t-shirts worn by over 200 participants in the **5k Pumpkinfest Run**

27th South Lyon Area Pumpkinfest 2011 Sponsorship Opportunities



\$2,500 Pumpkin Patch Sponsor



- **Press releases** distributed to major Metro Detroit media outlets
- **Half page color ad** in the South Lyon Herald Official Pumpkinfest **Event Guide** with circulation of over 39,000
- Inclusion in the South Lyon Herald **lead-in event coverage**
- **Inclusion in all promotional material** including over 250 posters distributed throughout the area, school flyers, tri-fold brochures and schedules distributed to all craft show and downtown festival attendees
- **Internet presence** on websites: Pumpkinfest (over 4,500 hits in 2010), City of South Lyon, and Chamber of Commerce for the South Lyon Area; on **social media** outlets (Facebook event page) as well as postings on **Public Access Channel 19**
- **Complimentary vendor space** providing direct interaction with attendees of the event via a 10' x 10' tent space downtown (please supply tent)
- **8 tickets for free admission** to the Beer Garden
- **Banner** with name/logo prominently displayed at the event (your banner or we will supply)
- **Banner** with name/logo carried during the parade representing contributors at this level
- **Avenue banner** on city lamppost displayed the beginning of September
- Your name/logo printed on t-shirts worn by over 200 participants in the **5k Pumpkinfest Run**

27th South Lyon Area Pumpkinfest 2011 Sponsorship Opportunities



\$1,250 Jack O Lantern Sponsor

- **Press releases** distributed to major Metro Detroit media outlets
- **Quarter page color ad** in the South Lyon Herald Official Pumpkinfest **Event Guide** with circulation of over 39,000
- Inclusion in the South Lyon Herald **lead-in event coverage**
- **Inclusion in all promotional material** including over 250 posters distributed throughout the area, school flyers, tri-fold brochures and schedules distributed to all craft show and downtown festival attendees
- **Internet presence** on websites: Pumpkinfest (over 4,500 hits in 2010), City of South Lyon, and Chamber of Commerce for the South Lyon Area; on **social media** outlets (Facebook event page) as well as postings on **Public Access Channel 19**
- **4 tickets for free admission** to the Beer Garten
- **Banner** with name/logo prominently displayed at the event (your banner or we will supply)
- **Banner** with name/logo carried during the parade representing contributors at this level
- **Avenue banner** on city lamppost displayed the beginning of September



27th South Lyon Area Pumpkinfest 2011 Sponsorship Opportunities



\$500 Pumpkin Carver Sponsor

- **Press releases** distributed to major Metro Detroit media outlets
- Special mention with name / logo in a South Lyon Herald Official Pumpkinfest **Event Guide** full color ad representing contributors at this level (circulation over 39,000)
- Inclusion in the South Lyon Herald **lead-in event coverage**
- **Inclusion in all promotional material** including over 250 posters distributed throughout the area, school flyers, tri-fold brochures and schedules distributed to all craft show and downtown festival attendees
- **Internet presence** on websites: Pumpkinfest (over 4,500 hits in 2010), City of South Lyon, and Chamber of Commerce for the South Lyon Area; on **social media** outlets (Facebook event page) as well as postings on **Public Access Channel 19**
- **Signage** with name/logo prominently displayed at the event (your sign or we will supply)
- **Banner** with name/logo carried during the parade representing contributors at this level



27th South Lyon Area Pumpkinfest 2011 Sponsorship Opportunities



\$250 Pumpkin Seed Sponsor

- **Press releases** distributed to major Metro Detroit media outlets
- Inclusion in the South Lyon Herald **lead-in event coverage**
- **Inclusion in all promotional material** including over 250 posters distributed throughout the area, school flyers, tri-fold brochures and schedules distributed to all craft show and downtown festival attendees
- **Internet presence** on websites: Pumpkinfest (over 4,500 hits in 2010), City of South Lyon, and Chamber of Commerce for the South Lyon Area; on **social media** outlets (Facebook event page) as well as postings on **Public Access Channel 19**
- **Signage** with name/logo prominently displayed at the event (your sign or we will supply)
- **Banner** with name/logo carried during the parade representing contributors at this level



27th South Lyon Area Pumpkinfest 2011 Sponsorship Opportunities



\$2,000

Main Stage

Entertainment Sponsor

(Five Available)

- **Press releases** distributed to major Metro Detroit media outlets
- Inclusion in the South Lyon Herald **lead-in event coverage**
- **Inclusion in all promotional material** including over 250 posters distributed throughout the area, school flyers, tri-fold brochures and schedules distributed to all craft show and downtown festival attendees
- **Internet presence** on websites: Pumpkinfest (over 4,500 hits in 2010), City of South Lyon, and Chamber of Commerce for the South Lyon Area; on **social media** outlets (Facebook event page) as well as postings on **Public Access Channel 19**
- **Banner** with name/logo prominently displayed at the Main Stage (your banner or we will supply)
- **Recognition from the stage** during the festival
- **8 tickets for free admission** to the Beer Garten



27th South Lyon Area Pumpkinfest 2011 Sponsorship Opportunities



\$2,000

Family Stage

Entertainment Sponsor

(Two Available)

- **Press releases** distributed to major Metro Detroit media outlets
- Inclusion in the South Lyon Herald **lead-in event coverage**
- **Inclusion in all promotional material** including over 250 posters distributed throughout the area, school flyers, tri-fold brochures and schedules distributed to all craft show and downtown festival attendees
- **Internet presence** on websites: Pumpkinfest (over 4,500 hits in 2010), City of South Lyon, and Chamber of Commerce for the South Lyon Area; on **social media** outlets (Facebook event page) as well as postings on **Public Access Channel 19**
- **Banner** with name/logo prominently displayed at the Family Stage (your banner or we will supply)
- **Recognition from the stage** during the festival



27th South Lyon Area Pumpkinfest 2011 Sponsorship Opportunities



\$750

Kid's Art Contests

(One Available)

- **Press releases** distributed to major Metro Detroit media outlets
- Inclusion in the South Lyon Herald **lead-in event coverage**
- **Inclusion in all promotional material** including over 250 posters distributed throughout the area, school flyers, tri-fold brochures and schedules distributed to all craft show and downtown festival attendees
- **Internet presence** on websites: Pumpkinfest (over 4,500 hits in 2010), City of South Lyon, and Chamber of Commerce for the South Lyon Area; on **social media** outlets (Facebook event page) as well as postings on **Public Access Channel 19**
- **Banner** with name/logo displayed at the contest location (your banner or we will supply)

\$500

Arts & Scraps ©

Make & Take Craft

(Two Available) SOLD

- **Press releases** distributed to major Metro Detroit media outlets
- Inclusion in the South Lyon Herald **lead-in event coverage**
- **Inclusion in all promotional material** including over 250 posters distributed throughout the area, school flyers, tri-fold brochures and schedules distributed to all craft show and downtown festival attendees
- **Internet presence** on websites: Pumpkinfest (over 4,500 hits in 2010), City of South Lyon, and Chamber of Commerce for the South Lyon Area; on **social media** outlets (Facebook event page) as well as postings on **Public Access Channel 19**
- **Banner** with name/logo displayed at the Activity Tent (your banner or we will supply)

27th South Lyon Area Pumpkinfest 2011 Sponsorship Opportunities



\$250 Shuttle Stop Sponsor (Ten Eight Available)

- **Signage** at each of 10 shuttle stops
- **Signage** on each shuttle vehicle representing contributors at this level
- **Inclusion in all promotional material** including over 250 posters distributed throughout the area, school flyers, tri-fold brochures and schedules distributed to all craft show and downtown festival attendees
- **Internet presence** on websites: Pumpkinfest (over 4,500 hits in 2010), City of South Lyon, and Chamber of Commerce for the South Lyon Area; on **social media** outlets (Facebook event page) as well as postings on **Public Access Channel 19**





27th South Lyon Area Pumpkinfest Sponsorship Registration Form

- Presenting Sponsor \$5,000
- Great Pumpkin Sponsor \$3,500
- Pumpkin Patch Sponsor \$2,500
- Jack-O-Lantern Sponsor \$1,250
- Pumpkin Carver Sponsor \$500
- Pumpkin Seed Sponsor \$250
- Entertainment Sponsor - Main Stage \$2,000
- Entertainment Sponsor - Family Stage \$2,000
- Kid's Art Contests Sponsor \$750
- ~~Arts & Scraps © Make N Take Craft Sponsor~~ \$500
- Shuttle Stop Sponsor \$250
- Friends of Pumpkinfest Any Donation or Prize Contribution
Individuals Only
- I am interested in providing In-Kind Sponsorship (gift certificates, services etc.)
- I am interested in Volunteer Opportunities for my church, school or service group

Company _____

Contact Name _____

Phone _____

E-mail _____

Address _____

Please return reservation form to:
South Lyon Area Pumpkinfest
PO Box 696
South Lyon, MI 48178

Questions?
Kim Thompson
C: 313-706-4349
kthompson1022@yahoo.com

The South Lyon Area Pumpkinfest is proud to be a registered Michigan 501(c)(3) non-profit organization.

Your contribution is tax deductible to the maximum extent of the law.

Please consult with your financial advisor the specific rules and regulations regarding this contribution