



**2009 South Lyon Area Pumpkinfest  
Presents our 25<sup>th</sup> Anniversary Annual Fall Festival  
Saturday, October 3<sup>rd</sup> and Sunday, October 4<sup>th</sup>**

Welcome to the South Lyon Area 25<sup>th</sup> Annual Pumpkinfest! Our fall festival (always held on the first full weekend of October) proves to be better every year. The celebration starts at 10a.m. on Saturday morning with our spectacular parade featuring over 70 different floats and participants. From Whipple Street to Nine Mile Road, Pontiac Trail will be lined with children and adults waiting in anticipation to see the fabulous array of floats, bands, equestrians, antique cars, and more. The Millennium Middle School at Nine Mile Road and Pontiac Trail is the feature location of Pumpkinfest. The annual arts and crafts show, Telcom children's activity venue (which includes giant inflatable rides and many children's games) draws thousands of visitors. Entertainment will be featured on our outdoor stage both days. Other entertainment and events will be a Friday night movie at the Lyon Theatre, hot dog eating contest, pie eating contest, GREAT pumpkin contest (largest on exhibit was 758lbs.), children's art and pumpkin decorating contests, petting zoo, pony rides, dog show, Pumpkinfest run, and much more.

Pumpkinfest will be advertised on WJR radio "The Great Voice of the Great Lakes". They will run bonus public service announcements to promote the event. Also, WJR will post information about the event on their very popular websight! WJR will also include the community of South Lyon, and its great Pumpkinfest in their "Travel Michigan" show airing on Sunday's. All of their commercials are always done in an endorsing manner, helping to bring excitement and crowds to the event.

Thank you for taking the time to review our spectacular sponsorship package for our 25<sup>th</sup> annual South Lyon Area Pumpkinfest.

**25<sup>th</sup> Annual South Lyon Area Pumpkinfest**  
**Saturday, October 3<sup>rd</sup> and Sunday, October 4<sup>th</sup>**

**\$3,500 – Gold Sponsor (Sold)**

- VIP parking for 12 guests.
- During event: name on both sides of both trolleys on Saturday and Sunday.
- Tent space on the Millennium Middle School grounds.
- Full page ad in the South Lyon Herald Pumpkinfest Guide.
- Recognition in the South Lyon Herald lead-in event coverage.
- Logo on the front cover of the Pumpkinfest Guide.
- Banner at the event (yours or we will supply).
- Avenue banner on city lamppost – put up the first of September.
- Logo placed on ALL promotional materials including posters throughout the area, school flyers, tri-fold handouts one month before and at the event, etc.
- Named as a Gold Sponsor on our WJR radio ads.
- Logo on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

**\$3,000 – Silver Sponsor**

- VIP parking for 8 guests.
- During event: name on both sides of both trolleys on Saturday and Sunday.
- Tent space on the Millennium Middle School grounds.
- Half page ad in the South Lyon Herald Pumpkinfest Guide.
- Recognition in the South Lyon Herald lead-in event coverage.
- Logo on the front cover of the Pumpkinfest Guide.
- Banner at the event (yours or we will supply).
- Avenue banner on city lamppost – put up the first of September.
- Logo placed on ALL promotional materials including posters throughout the area, school flyers, tri-fold handouts one month before and at the event, etc.
- Named as a Silver Sponsor on our WJR radio ads.
- Logo on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

**\$2,500 – Bronze Sponsor**

- VIP parking for 4 guests.
- During event: name on both sides of both trolleys on Saturday and Sunday.
- Tent space on the Millennium Middle School grounds.
- Half page ad in the South Lyon Herald Pumpkinfest Guide.
- Recognition in the South Lyon Herald lead-in event coverage.
- Logo on the front cover of the Pumpkinfest Guide.
- Banner at the event (yours or we will supply).
- Avenue banner on city lamppost – put up the first of September.
- Logo placed on ALL promotional materials including posters throughout the area, school flyers, tri-fold handouts one month before and at the event, etc.

**(Bronze Sponsor continued)**

- Logo on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

### **\$2,000 – Parade Sponsor**

- Banner at the beginning of the parade.
- Tent space on the Millennium Middle School grounds.
- Quarter page ad in the South Lyon Herald Pumpkinfest Guide.
- Avenue banner on city lamppost – put up the first of September.
- Logo placed on ALL promotional materials including posters throughout the area, school flyers, tri-fold handouts one month before and at the event, etc.
- Logo on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

### **\$2,000 – Entertainment Sponsor**

- Banner at the entertainment stage.
- Tent space on the Millennium Middle School grounds.
- Quarter page ad in the South Lyon Herald Pumpkinfest Guide.
- Avenue banner on city lamppost – put up the first of September.
- Logo placed on ALL promotional materials including posters throughout the area, school flyers, tri-fold handouts one month before and at the event, etc.
- Logo on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

### **\$1,000 – Arts and Craft Show**

- Banner at the event.
- Table set-up inside at the entrance to the arts and crafts show with signage.
- Avenue banner on city lamppost – put up the first of September.
- Recognition on promotional materials including posters throughout the area, school flyers, tri-fold handouts one month before and at the event, etc.
- Logo on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce, therefore, our coverage is THREE TIMES greater this year!!

### **General Contest Sponsors**

#### **\$500 – Dog Show**

- Signage at the dog show.
- Recognition on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

#### **\$500 – Scarecrow Pole Decorating**

- Signage on the pole.
- Recognition on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

#### **\$500 – Great Pumpkin Contest**

- Signage at the event.
- Recognition on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

#### **\$500 – Hot Dog Eating Contest (new)**

- Signage at the event.
- Recognition on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

#### **\$500 – Pie Eating Contest**

- Signage at the event.
- Recognition on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

**\*\*NOTE\*\***      General Contest Sponsors – Support the event  
                          Major Contest Sponsors – Support and run the event

#### **\$250 – Trolley Stops – 12 available**

- Signage at the appropriate trolley stop.
- Recognition in the South Lyon Herald Pumpkinfest Guide.
- Recognition on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

#### **Friends of Pumpkinfest – we will gladly accept ANY donation or prize contribution**

- Recognition in the South Lyon Herald Pumpkinfest Guide.
- Recognition on the Pumpkinfest website – NOTE: we are now linked on the websites of the South Lyon Recreation Authority, the City of South Lyon, and the South Lyon Chamber of Commerce; therefore, our coverage is THREE TIMES greater this year!!

**We welcome and appreciate all sponsorship!**



## Pumpkinfest Sponsorship Sign-up Form

**YES, I WOULD LIKE TO BE A PUMPKINFEST PARTNER FOR THE 25TH ANNIVERSARY PUMPKINFEST!**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### **Partnership Level (please indicate which level)**

Gold Sponsor -- \$3,500

Dog Show -- \$500

Silver Sponsor -- \$3,000

Scarecrow Pole Decorating -- \$500

Bronze Sponsor -- \$2,500

Great Pumpkin Contest -- \$500

Parade Sponsor -- \$2,000

Hot Dog Eating Contest (NEW) -- \$500

Entertainment Sponsor -- \$2,000

Pie Eating Contest -- \$500

Arts & Crafts Show -- \$1,000

Trolley Stops -- \$250

Friends of Pumpkinfest -- Any Donation or Prize Contribution

**Please return completed form to:**

**South Lyon Pumpkinfest, P.O. Box 21, South Lyon, MI 48178**

**ATTN: Gary Childs**