

SL PUMPKINFEST SPONSORSHIP PACKAGES



South Lyon's highly anticipated Pumpkinfest has provided wholesome entertainment for 35 years!

Pumpkinfest is annually evaluated to maintain its highest level of integrity. This year, as we continue to grow this community festival, we are proud to announce new exciting activities this year:

- New Bands in the Main Stage
- Climbing Wall at street level for all ages
- Pumpkin Pie Bake-off
- Changes to the layout of the festival

Pumpkinfest offers a wide range of highly visible, cost-effective sponsorship packages. It is the perfect way to reach a growing market of young families and active adults living in the area; while, at the same time showing your support for the SL community!

Please take a few moments to review the packages, and decide the best way to promote your company at the SL Area Pumpkinfest!



www.southlyonpumpkinfest.com

SL PUMPKINFEST SPONSORSHIP PACKAGES

Title Sponsor..... \$12,000.00 SOLD

- ◆ Sponsor name in the Title of all Pumpkinfest signage and media.
- ◆ Signage/banners placed throughout the venue.
- ◆ Press Releases distributed to major statewide media
- ◆ Included in all lead in event coverage; headline presence in promotional material.
- ◆ Internet presence on the events website and on Pumpkinfest social media sites.
- ◆ Your name and logo included as a Title sponsor on the Pumpkinfest 5K run t-shirts.
Banners provided by Sponsor.

Below the Title Sponsor..... \$7250.00

- ◆ Sponsor name below the Title of all Pumpkinfest signage and media.
- ◆ Signage and/or banners placed throughout the venue.
- ◆ Press Releases distributed to major state-wide media.
- ◆ Included in all lead in event coverage.
- ◆ Headline presence in promotional material
- ◆ Internet presence on the events website and on Pumpkinfest social media sites.
- ◆ Your name and logo included as a Below the Title sponsor on the Pumpkinfest 5K run t-shirts.
Banner provided by Sponsor.

“The Great Pumpkin” Sponsor..... \$5500.00

- ◆ Signage/banners placed throughout the venue.
- ◆ Press Releases distributed to major state-wide media.
- ◆ Included in all lead in event coverage.
- ◆ Presence in all promotional material including Posters, Brochures, Schedules, maps.
- ◆ Internet presence on the events website and on Pumpkinfest social media sites.
Banner provided by Sponsor.



The “Pumpkin Patch” Sponsor.....\$3500.00

- ◆ Signage/banners placed throughout the venue.
- ◆ Press Releases distributed to major state-wide media.
- ◆ Included in all lead in event coverage.
- ◆ Presence in all promotional material including Posters, Brochures, Schedules, maps
- ◆ Internet presence on the events website and on Pumpkinfest social media sites.
Banner provided by Sponsor.

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“Jack-O-Lantern” Sponsor.....\$2000.00

- ◆ Signage/banners placed throughout the venue.
- ◆ PressReleasesdistributedtomajorstate-widemediamedia.
- ◆ Presence in all promotional material including Posters, Brochures, Schedules, maps.
- ◆ InternetpresenceontheeventswebsiteandonPumpkinfestsocialmediasites.
Banner provided by Sponsor.

Main Stage Sponsor..... \$3500.00

Your banner prominently displayed on the Main Stage (provided by sponsor).

- ◆ Recognition from the main stage during the festival.
- ◆ PressReleasesdistributedtomajorstate-widemediamedia.
- ◆ Presence in all promotional material including Posters, Brochures, Schedules, maps.
- ◆ InternetpresenceontheeventswebsiteandonPumpkinfestsocialmediasites.

Family Stage Sponsor..... \$2000.00

- ◆ Your banner prominently displayed on the Family Stage (provided by sponsor)
- ◆ PressReleasesdistributedtomajorstate-widemediamedia.
- ◆ Presence in all promotional material including Posters, Brochures, Schedules, maps.
- ◆ InternetpresenceontheeventswebsiteandonPumpkinfestsocialmediasites.

Kid’s Contest Sponsor..... \$800.00

Signage/banners placed throughout the venue.

- ◆ PressReleasesdistributedtomajorstate-widemediamedia.
- ◆ Presence in all promotional material including Posters, Brochures, Schedules, maps.
- ◆ InternetpresenceontheeventswebsiteandonPumpkinfestsocialmediasites.
Banner provided by Sponsor.

Pumpkin Carver Sponsor.....\$700.00

Signage/banners placed throughout the venue.

- ◆ PressReleasesdistributedtomajorstate-widemediamedia.
- ◆ Presence in all promotional material including Posters, Brochures, Schedules, maps.
- ◆ InternetpresenceontheeventswebsiteandonPumpkinfestsocialmediasites.
Banner provided by Sponsor

Pumpkin Seed Sponsor.....\$350.00

- ◆ Receives Lead-in event coverage.
- ◆ Inclusioninallpromotionalmaterialincludingposters,brochures,schedules,mapsandcraftshowdistributions.
- ◆ InternetpresenceontheeventswebsiteandonPumpkinfestsocialmediasites.

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- Title Sponsor ➤ \$12,000.00 **SOLD**
- Below the Title Sponsor ➤ \$7250.00
- The Great Pumpkin Sponsor ➤ \$5500.00
- Pumpkin Patch Sponsor ➤ \$3,500.00
- Jack-O-Lantern Sponsor ➤ \$2,000.00
- Main Stage Sponsor ➤ \$3,500.00
- Family Stage Sponsor ➤ \$2,000.00
- Kid's Art Contest Sponsor ➤ \$800.00
- Pumpkin Carver Sponsor ➤ \$700.00
- Pumpkinseed Sponsor ➤ \$350.00

- Friends of Pumpkinfest (Any donation size or contribution)
\$_____
- I'm interested in providing "in-kind" sponsorship for the Festival.
- I'm interested in volunteer opportunities for my church, school or service group.

Company Name: _____

Contact Name: _____

Address: _____

Phone Number: _____ email: _____

Questions about any of the packages: Kathy Swan, President
Kathswan12@gmail.com 248.308.4512

Please return this form to:

South Lyon Area Pumpkinfest P.O. Box 696 South Lyon, MI 48178



South Lyon Area Pumpkinfest is proud to be a registered MI 501(c)(3) Non-profit organization.

www.southlyonpumpkinfest.com