



March 31, 2021

Dear Owner,

I would like to start off by thanking you and your business for remaining dedicated to our community, our businesses, and our families. We know that 2020 was not easy for many small businesses and other organizations, but we also know that the reason we survived a global pandemic was because of our strong commitment to each other. Now more than ever, it is vital to continue to come together to grow and support our hometown.

This Labor Day Weekend, in the beautiful waterfront Walter and Mary Burke Park, the *11th Annual Art on the Bay – Art and Community Celebration* will host dozens of specialty artists, makers, foods, beverages, and other vendors. Our goal is to promote our lovely downtown area in such a way that our community's values and identity are reflected, including our commitment to art, innovation, and healthy lifestyles.

With your tax-deductible donation, we can work together to further strengthen our sense of community to create a brighter future. Proceeds from previous art fairs are currently funding special projects around our community as approved by our grant committee. We are relying on the generosity of our local businesses and organizations to ensure our success. For your convenience, there are several sponsorship opportunities for you to choose this year.

When we held our 2019 event, we know that all our sponsors experienced record-breaking sales, traffic to their websites, and engagements on their social media pages. We want to offer you an opportunity to help us ensure this Labor Day weekend is another one for the record books. On behalf of everyone at Art on the Bay and in the New Baltimore community, we would like to thank you for your time and your consideration.

Sincerely,

Laurie Huff
President

P.S. The best sponsorship opportunities are only available if you submit your registration by July 15, 2021 – be sure to send your commitment today!

Art on the Bay

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$2500

- Six exclusive Facebook posts with link to your website or other promo ads
- Choice of full color front inside or back cover (GREAT SPACE FOR COUPONS!)
- Banner acknowledgment as presenting sponsor on all advertising materials – including press releases and other print marketing (confirmation of Sponsorship by 7/15/20)
- Large logo, link, and tagline on top of ArtOnTheBay.com
- Access to over 10,000 attendees with designated premiere space on site during event
- Two exclusive 10' x 2' banners with large logo, company name, and tagline. PLUS large logo and presenting sponsor designation on main banner
- Two Yard signs displayed throughout event

PREMIERE SPONSOR \$1000

- Four exclusive Facebook Posts with link to your website or other promo ads
- Full color one-page ad in program book (GREAT SPACE FOR COUPONS)
- Acknowledgement on all advertising materials – including large logo on all printed materials (confirmation of Sponsorship by 7/15/20)
- Large logo and link on top of ArtOnTheBay.com
- Access to over 10,000 attendees with designated premiere space on site during event
- Large logo included on main banner and two yard-signs displayed throughout event

***NEW* MUSIC SPONSOR \$750**

- Two exclusive Facebook Posts with link to your website or other promo ads (if content is supplied by sponsor)
- Full color half-page ad in program book distributed to all attendees
- Acknowledgement on all advertising materials – including large logo on all printed materials with music sponsor designation (confirmation of Sponsorship by 7/15/20)
- Large logo and link with music sponsor designation on top of ArtOnTheBay.com
- Exclusive 3'x4' banner with music sponsor designation
- Large logo included on main banner AND two yard-signs displayed throughout event

OFFICIAL SPONSOR \$500

- Two exclusive Facebook Posts with link to your website
- Full color half-page ad in program book distributed to all attendees
- Small logo on all advertising materials and event poster (confirmation of Sponsorship by 7/15/20)
- Official Sponsor recognition with medium logo and link on Art on the Bay website
- Small logo displayed on banners AND two yard-signs displayed throughout event

ASSOCIATE SPONSOR \$250

- Two exclusive Facebook Posts with link to your website
- Full color quarter-page ad in program book distributed to all attendees
- Small logo on all advertising materials and event poster (confirmation of Sponsorship by 7/15/20)
- Associate Sponsor recognition with small logo and link on Art on the Bay website
- Small logo displayed on banners AND one yard-sign displayed throughout event

Patron \$50

All patrons will receive recognition in the program book, ArtOnTheBay.Com, Facebook, and on a yard sign (shared with other patrons)

Art on the Bay

SPONSORSHIP OPPORTUNITIES

Please complete and return to Amanda Melkert at:
Art on the Bay, PO Box 961, New Baltimore, MI 48047

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

SPONSORSHIP

PRESENTING	PREMIER	MUSIC	OFFICIAL	ASSOCIATE
<input type="checkbox"/> \$2500	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$750	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250

PATRON \$50

METHOD OF PAYMENT

<input type="checkbox"/> Check	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> AmEx	<input type="checkbox"/> Discover
Amount Enclosed: \$ _____	Credit Card #:	Exp. Date:		
Signature:				

ADVERTISING GUIDELINES

Digital Information and graphics are accepted in eps, tiff, pdf and jpg formats. Artwork should be high resolution, appropriate size with crops and correct color. All fonts/images need to be included. Please email your ad to artonthebay2016@gmail.com.

Please make checks payable /mail to:

Art on the Bay

P.O. Box 961

New Baltimore, MI 48047

Forms must be received by July 15, 2021