



Photo courtesy Ryan Lewis, The Union Enterprise

SPONSORSHIP & INFORMATIONAL PACKET 2018

JOIN US!

The Plainwell Days Festival is proud to offer an amazing calendar of events again this year, including the Arts and Crafts Festival, free children's games, Main Street Car Show, motorcycle and tractor shows, Sips on the River beer and wine festival, and much more! Join us July 6th – 8th, 2018 in beautiful downtown Plainwell.



July 6th – July 8th 2018

**Skerbeck Carnival Rides
and Games**

**“Sips on the River” Beer
and Wine Festival**

**Main Street Car Show
Motorcycle Show Tractor
Show**

**Family Fun and free
activities for the kids!**

PLAINWELL DAYS FESTIVAL

118 E Bridge St
Plainwell, MI 49080

Website:

www.plainwelldaysfestival.com

Facebook page:

www.facebook.com/PlainwellDaysFestival

Tracee Dunlop ~ Nancy Morehouse
Marilyn Ray ~ Jennifer Dunlop
Sarah Gorton ~ Brandy Wheatley
Val Richar

Our Mission:

The mission of the Plainwell Days Festival is to host a successful event that builds community while providing outstanding marketing, promotion, and advertising to our sponsors. Our desire is for the Plainwell Days Festival to be the premier area event, bringing people together and promoting the Plainwell area – including the merchants and organizations who make the community great.

About Us – The driving force behind the scenes

The Festival Committee is comprised of volunteers from Plainwell and its surrounding areas. We live here and work here! The Festival receives no city, state, or government funding and that is why we need sponsors like you to make it happen! The Plainwell Days Festival cannot continue without our sponsors and volunteers. We thank you for your support and are happy to commit our time each year to ensure the Festival continues to come back for many years to come.

Sponsorships

Sponsorships and vendor spaces are a tremendous way to market, promote, advertise, and brand your business to prime demographic groups in Plainwell and beyond. The Plainwell Days Festival following includes 5,000+ people and continues to grow rapidly. Our social media and newsletters reach over 1,000 people, with more added each day. Please visit our website at www.plainwelldaysfestival.com to learn more. Follow us on Facebook, Twitter and Instagram for instant updates throughout the year and festival weekend.

OUR PARTNERSHIP

Our desire is to partner with the area businesses and groups to build protective, long-term relationships that produce exceptional results for both of us. We deeply value our partnerships with our sponsors. We will serve as good stewards of your generous services and donations. We are committed to delivering valuable benefits to our sponsors and are happy to customize sponsorships to meet specific marketing objectives and to enhance your partnership with the Plainwell Days Festival. Please let us know any and all requests and we will try our best to fulfill them.

**We
Need
YOU!**

The Event – An Experience for the Whole Family

The Plainwell Days Festival set records for attendance and profit last year; this year we anticipate more record breaking numbers. In addition to all of our amazing events we are adding a pancake breakfast, Touch-a-Truck, and Family Fitness Events. “Sips on the River” will be condensed to one day this year but will be open nearly all day Saturday. The Festival is a unique and memorable experience hosted by a team of volunteers which brings together thousands of people within the Allegan County and surrounding areas for community celebration, bonding, and growth.

The Plainwell Days Festival sponsors have a tremendous opportunity to reach the general public in Plainwell and beyond in numerous strategic and dynamic ways.

1. Your business will be a part of our broad, large-scale marketing and promotional campaign, which includes social media, email blasts, print, radio promotion, and more. Your logo and brand will be featured prominently and frequently in the campaign.
2. Highlight and feature your business in our extensive public relations and communications campaigns.
3. Include your business in our promotional entities, including our website, email blasts, social media updates and our full color brochures and press releases. We already have over 5,000 people in our network of groups.
4. Associate your company with a first-class, safe, efficiently managed community event that gains popularity each year. Sponsors will receive prime booth locations to reach the public. Event informational entities – brochures, posters, guides, and banners will feature sponsor logos and special sponsor information (based on sponsorship level selected).
5. Present and promote your business to prime demographic groups, which includes 21 and up men and women who are upwardly mobile, socially active in Plainwell, and other local communities. “Sips on the River” and the Plainwell Days Festival are becoming a well-known brand and event in our area. Sponsors who partner with us have an opportunity to be part of this revived Plainwell tradition.

All sponsorships must be in by April 15th, 2018 to make print deadlines and to ensure you or your business obtains optimal advertising leading up to and throughout the event. We anticipate having brochures printed and available by May 15th, 2018; with advertising for the event starting

June 1st, 2018!

SPONSORSHIP LEVELS

We are seeking partnerships with entities that share the vision of the Plainwell Days Festival and will partner with us to make the Festival the best it can be. There are five main levels of sponsorship packages. Each level offers perks only sponsors have access to! A description of the benefits of all levels is listed below.

Title Sponsor - \$2,000

You'll receive a "Brought to you by" logo on center stage at the Community Tent; primary placement on all festival advertising, signage and materials; special "thank you" announcements throughout the event; and a strategic booth location in the downtown area, if desired. Also included are shout-outs on social media outlets and the festival website; 2 Carnival wristbands and 2 "Sips on the River" event tickets with the opportunity to buy one get one free on the carnival wristbands (limit 6 total), and 1 car plaque. (At least half of sponsorship must be cash.)

Premier Sponsor - \$1,000

Logo on stage at the Community Tent, secondary placement on all festival advertising, signage, and materials; special "thank you" announcements throughout the event; and a strategic booth location in the downtown area, if desired. Also included are shout-outs on social media outlets and the festival website; and a choice of 2 Carnival wristbands or 2 "Sips on the River" event tickets with the opportunity to buy one get one free on the carnival wristbands (limit 6 total). (At least half of sponsorship must be cash.)

Elite Sponsor - \$500

Third tier placement on festival advertising, signage, and materials; shout-outs on social media outlets and the festival website; and an opportunity to buy one get one free on the carnival wristbands (limit 4 total). (At least half of sponsorship must be cash.)

Classic Sponsor - \$100

Logo added to "thank you" banner at event; shout-outs on social media and the festival website; and an opportunity to buy one get one free on the carnival wristbands (limit 2 total).

Friends of the Festival - \$50

Business added to "thank you" banner at event and shout-outs on social media outlets.

To become a sponsor, please contact Jennifer, Kim, or Brandy at sponsorship@plainwelldaysfestival.com or call 269.207.9199.