



Happening In Linden

Presenter of Community Events

A MI Non-Profit Corporation

2021 Sponsorship Opportunities



Linden Ladies Night Out
Saturday November 13th, 2021



Linden's Holiday Happening

www.happeninginlinden.com



Community Partner – 6 Events (CP6) \$6,000

Benefits of a Community Partner Sponsorship:

1. Logo on Community Events T-Shirts worn by our 100+ Volunteers *(Sponsorship deadline 6/1)
2. Logo on front of all Entry Registration Packets.
3. Logo on all Flyers distributed.
4. Logo on Promotional Posters {approx. 50-100 per event}
5. One 30-second audio "commercial" announced over PA system on-site. (per Event)
6. Logo on Sponsor Banners @ Event site or in the downtown area.
7. Complimentary exhibit space or entry in Parade depending on event.
8. Business Name listed in the program available at the event.
9. Logo and Sponsorship included on our website and Facebook page.



OCTOBER 15 AND 16 ,2021



Ladies Night Out
11/13/2021



Linden's Holiday Happening
Frosty Parade & Fireworks

DECEMBER 3RD, 2021



Our Soon to be Famous winter event enters it's sixth year in 2022. Promoting Linden Area Lakes and the Sport of Ice Fishing to all !!Our unique Tournament style allows participants to fish on multiple Linden area lakes. With Hundreds of families coming out to fish and enjoy the festivities leading up to the weigh in and awarding of prizes in Adult and Kids divisions. Who will have the biggest fish ? Come join us in February of 2022 and find out ! You do not want to miss this Family Event!

Presenting Sponsor - NNO (PSIFT)

\$1,000 - Benefits of a Presenting Sponsorship: (1 available)

1. Logo on Event Promotional Banners (Exclusive to Presenting Sponsors)
2. Logo on front of all Entry Registration Packets as "Presenting" sponsor.
3. Logo on Promotional Poster {approx. 50} as "Presenting" Sponsor.
4. Logo on all Flyers distributed.
5. Four 30-Second audio "commercials" announced over PA system on-Site.
6. Promoted as presenting sponsor in all press releases.
7. Plus, all Gold Sponsor Benefits

Benefactor Sponsor – NNO (BSIFT)

\$600 - Benefits of a Benefactor Level Sponsorship:

1. Logo on all Event Flyers distributed
2. One 30-second commercial announced over PA System.
3. Plus, all Gold Sponsor Benefits

Gold Sponsor – NNO (GSIFT)

\$350 - Benefits of a Gold Level Sponsorship:

1. Logo on Sponsor Banners.
2. Complimentary Display Space to promote your Business or Organization.
3. Business name will be listed in the program available at the event.
4. Logo and Sponsorship included on our website and Facebook page.

Happening In Linden is a 501(C) (3) Charity all Sponsorship Donations are Tax deductible to the extent of the law. All Donations are Non-Refundable, in the case of an Event Cancellation every effort will be made to provide extra promotion of your Business, Group or Organization at one of our other events throughout the year. Above Sponsorship packages are representative of the Promotion and advertising you will receive for your Donation. This is the level of promotion you will receive for your Donation and the extent of liability Happening In Linden will have to the Sponsor. Sponsor agrees to hold Happening In Linden harmless for all Typographical errors. Advertising and Printing Proofs will not be provided.



River Fest with the Keepers of the Shiawassee

An Annual Celebration of the National Water Trail in our backyard fireworks. Featuring two days of Music, Food and fun centered around water events on the Mill Pond. With something for everyone, including food trucks, 20 Bands, family activities, a vendor village and the Kick-Off to Linden's Sesquicentennial Celebration with a plaque dedication on Saturday with invited dignitaries followed by a Fireworks display on the Mill Pond to Mark Linden's 150th Birthday!

Presenting Sponsor (PSRF)

\$5,000 - Benefits of a Presenting Sponsorship:

1. Logo on Event Promotional Banners (Exclusive to Presenting Sponsors)
2. Logo on front of all Entry Registration Packets as "Presenting" sponsor.
3. Logo on Promotional Poster {approx. 50} as "Presenting" Sponsor.
4. Four 30-Second audio "commercials" announced over PA system on-Site.
5. Promoted as presenting sponsor in all press releases.
6. Plus, all Benefits of a Costume Character Sponsor

Fireworks Sponsor Linden's Sesquicentennial (FWRF)

\$2500 - Benefits of a Fireworks Sponsorship:

1. Logo on all Flyers distributed as Fireworks Sponsor.
2. Logo on Promotional Posters as Fireworks Sponsor {approx. 50-100}
3. Two 30-second audio "commercial" announced over PA system on-site.
4. Plus, all Benefits of a Benefactor Sponsor



www.happeninginlinden.com



Main Stage Music Sponsor (MSRF)

\$2000 - Benefits of a Main Stage Music Sponsorship:

1. Logo on all Flyers distributed.
2. Logo on Promotional Poster {approx. 50-100}
3. Sponsorship Banner on the Main Stage
4. Plus, all Benefits of a Benefactor Sponsor

Parking and Shuttle Sponsor (PSRF)

\$800 - Benefits of a Parking and Shuttle Sponsorship:

1. Logo on all shuttle stop signage.
2. One 30-second commercial announced over PA System.
3. Plus, all Benefits of a Gold Level Sponsor

Benefactor Sponsor (BRF)

\$600 - Benefits of a Benefactor Sponsorship:

1. One 30-second commercial announced over PA System.
2. Plus, all Benefits of a Gold Level Sponsor

GOLD LEVEL Sponsor (GSRF)

\$350 - Benefits of a Gold Level Sponsorship:

1. Logo on Sponsor Banners in downtown area.
2. Business name will be listed in the program available at the event.
3. Logo and Sponsorship included on our website and Facebook page.

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FARM TO FORK DINNER

Join us as we take a culinary journey back through Linden's Beginning and even into our present day. Our Chef prepared journey will feature Foods grown locally in the Linden Community along with a band and bartender to round out the night!

Presenting Sponsor - FTF (PSFTF)

\$1,000 - Benefits of a Presenting Sponsorship:

1. Logo on Event Promotional Banners (Exclusive to Presenting Sponsors)
2. Logo on front of all Entry Registration Packets as "Presenting" sponsor.
3. Logo on Promotional Poster {approx. 50} as "Presenting" Sponsor.
4. Logo on all Flyers distributed.
5. Four 30-Second audio "commercials" announced over PA system on-Site.
6. Promoted as presenting sponsor in all press releases.
7. Plus, all Gold Sponsor Benefits

Benefactor Sponsor – FTF (BSFTF)

\$600 - Benefits of a Benefactor Level Sponsorship:

1. Logo on all Event Flyers distributed
2. One 30-second commercial announced over PA System.
3. Plus, all Gold Sponsor Benefits

Gold Sponsor – FTF (GSFTF)

\$350 - Benefits of a Gold Level Sponsorship:

1. Logo on Sponsor Banners.
2. Complimentary Display Space to promote your Business or Organization.
3. Business name will be listed in the program available at the event.
4. Logo and Sponsorship included on our website and Facebook page.

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www.happeninginlinden.com



Our newest event, expanding into the weekend of October 15th & 16th. Capitalizing on the continued success of the annual Arts Council Zombie Walk. We give you Zombies, Scarecrows, and Monsters. A two-night trick or treat adventure at Eagles wooden park. Featuring a haunted boardwalk with lots of treats and tricks too. Test your courage and take the path least traveled to experience a fright. This is a family friendly event, and we have a Treat trail with no tricks also. Come experience the fun of Halloween!

Presenting Sponsor – Z, S, M (PSZSM)

\$1,000 - Benefits of a Presenting Sponsorship: (2 available)

1. Logo on Event Promotional Banners (Exclusive to Presenting Sponsors)
2. Logo on front of all Entry Registration Packets as "Presenting" sponsor.
3. Logo on Promotional Poster {approx. 50} as "Presenting" Sponsor.
4. Logo on all Flyers distributed.
5. Four 30-Second audio "commercials" announced over PA system on-Site.
6. Promoted as presenting sponsor in all press releases.
7. Plus, all Gold Sponsor Benefits

Benefactor Sponsor –ZS&M (BSZSM)

\$600 - Benefits of a Benefactor Level Sponsorship:

1. Logo on all Event Flyers distributed
2. One 30-second commercial announced over PA System.
3. Plus, all Gold Sponsor Benefits

Gold Sponsor –ZS&M (GSZSM)

\$350 - Benefits of a Gold Level Sponsorship:

1. Logo on Sponsor Banners.
2. Complimentary Display Space to promote your Business or Organization.
3. Business name will be listed in the program available at the event.
4. Logo and Sponsorship included on our website and Facebook page.

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Ladies Night Out
11/13/2021

Ladies Night Out is our annual opportunity for the Ladies to gather and explore Linden.
It is always a night of Shopping, Music, Fun and Games.
Featuring Local Vendors and Crafters along with Linden's Business District.

Presenting Sponsor - LNO (PSLNO)

\$1,000 - Benefits of a Presenting Sponsorship: (1 available)

1. Logo on Event Promotional Banners (Exclusive to Presenting Sponsors)
2. Logo on front of all Entry Registration Packets as "Presenting" sponsor.
3. Logo on Promotional Poster {approx. 50} as "Presenting" Sponsor.
4. Logo on all Flyers distributed.
5. Four 30-Second audio "commercials" announced over PA system on-Site.
6. Promoted as presenting sponsor in all press releases.
7. Plus, all Gold Sponsor Benefits

Benefactor Sponsor – LNO (BSLNO)

\$600 - Benefits of a Benefactor Level Sponsorship:

1. Logo on all Event Flyers distributed
2. One 30-second commercial announced over PA System.
3. Plus, all Gold Sponsor Benefits

Gold Sponsor – LNO (GSLNO)

\$350 - Benefits of a Gold Level Sponsorship:

1. Logo on Sponsor Banners.
2. Complimentary Display Space to promote your Business or Organization.
3. Business name will be listed in the program available at the event.
4. Logo and Sponsorship included on our website and Facebook page.

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Linden's Holiday Happening
Frosty Parade & Fireworks

Our Signature Event

Held yearly on the First Friday in December, The Holiday Happening welcomes the holiday season with a night time lighted parade and fireworks presented on the Mill Pond.

With something for everyone, including food trucks, reindeer, family activities and Even an Elf Hunt !

Presenting Sponsor (PSHH)

\$5,000 - Benefits of a Presenting Sponsorship:

1. Logo on Event Promotional Banners (Exclusive to Presenting Sponsors)
2. Logo on front of all Entry Registration Packets as "Presenting" sponsor.
3. Logo on Promotional Poster {approx. 50} as "Presenting" Sponsor.
4. Four 30-Second audio "commercials" announced over PA system on-Site.
5. Promoted as presenting sponsor in all press releases.
6. Plus, all Benefits of a Costume Character Sponsor

Benefactor Sponsor Holiday Happening (BHH)

\$2500 - Benefits of a Benefactor Sponsorship:

1. Logo on front of all Entry Registration Packets.
2. Logo on all Flyers distributed.
3. Logo on Promotional Poster {approx. 50-100}
4. One 30-second audio "commercial" announced over PA system on-site.
5. Plus, all Benefits of a Costume Character Sponsor

Parking & Shuttle (SHH)

\$800 - Benefits of a P & S Sponsorship: (Max. 3)

1. Logo on Sponsor Banners in downtown area.
2. Logo on all Shuttle signage at shuttle stops.
3. Plus, all Benefits of a Costume Character Sponsor

Marching Band Sponsor (MBHH)

\$600 - Benefits of a Band Sponsorship: (Max. 4)

1. Announced at the event as "Bands brought to you by ____"
2. Plus, all Benefits of a Costume Character Sponsor

Gold Level Sponsor (CCHH)

\$350 - Benefits of a Gold Level Sponsorship: (Max. 6)

1. Logo on Sponsor Banners in downtown area.
2. Complimentary Float or walking unit in Parade.
3. Business name will be listed in the program available at the event.
4. Logo and Sponsorship included on our website and Facebook page.



Happening In Linden

Presenter of Community Events
A MI Non-Profit Corporation

2021 Sponsorship Opportunities

Happening In Linden
P.O. Box 565 • Linden, MI 48451
810-458-6331 • info@happeninginlinden.com • www.happeninginlinden.com

SHIAWASSEE RIVER FEST
ICE FISHING TOURNAMENT
FARM TO FORK DINNER
ZOMBIES, SCARECROWS
LADIES NIGHT OUT
HOLIDAY HAPPENING

SPONSORSHIP LEVELS			EVENTS
Type	Price/Quantity	Notes	
<input type="checkbox"/> Presenting All 6 Events * Exclusive	\$19,000 (1 available)	INCLUDES ALL SIX EVENTS AS SOLE PRESENTING SPONSOR *	
<input type="checkbox"/> Community Partner All 6 Events	\$6,000 (Multiple Availabe)	INCLUDES ALL SIX EVENTS AT BENEFACTOR LEVEL + Volunteer T-Shirt	
<input type="checkbox"/> Presenting River or Holiday **	\$5000 (2 Per Event)	Presenting Sponsor at Either River Fest or Holiday happening **	
<input type="checkbox"/> Fireworks Sponsor Sesquicentennial Presenting Sponsor**	\$2,500 (2 available)	Linden's Sesquicentennial Saturday July 17th	
<input type="checkbox"/> Benefactor Sponsor Holiday	\$1000 (Multi. Avail. per Event)	Presenting Sponsor Farm2Fork,National night out,Zombies or Ladies **	
<input type="checkbox"/> Parking & Shuttle	\$2500 (Multi. Avail. per Event)	Benefactor Sponsor Level for Linden's Holiday Happening 12/03/2021	
<input type="checkbox"/> Marching Band Sponsor Holiday	\$800 (Multi.avail. per Event)	Parking and Shuttle Sponsor for River Fest or Holiday Happening	
<input type="checkbox"/> Benefactor Sponsor - Other Events	\$600 (Multiple available)	Marching Band Sponsor for Linden's Holidiay Happening	
<input type="checkbox"/> Gold Level Sponsor	\$600 (Multi. Avail. per Event)	Benefactor Sponsor Level (all events except Holiday Happening)	
<input type="checkbox"/> Main Stage Music Sponsor	\$350 (Multiple Per Event)	Gold Level Sponsor	
	\$2000 (2 available)	River Fest Main Stage Music Sponsor	

QTY	LEVEL	Amount	Line Total
2	SAMPLE (Gold level)	\$350	\$700

Sponsorship Total =

Sponsorships are all on a first-come, first-served basis and are secured by date payment is received by the office.
Payment can be made by check or credit card. To confirm if sponsorship is available, call 810-458-6331.

Payment Options :

Amount Enclosed \$ _____
Credit Card # _____ exp. ____/____ CID _____
Signature _____

For custom sponsor packages, in-kind donations and other payment methods please call. Payment plans are Available.

Please make checks payable to: Happening in Linden
Please email Logo art to : art@happeninginlinden.com

* = Offered as a first-right-of-refusal option

** = Sponsorships are not available if there is an Exclusive sponsor for the Year.

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Office use only:

Initial _____

Date payment received:	Payment Details:
Date sponsorship confirmed:	

Company Name:
Mailing Address:
City State, Zip:
Website URL:
Sponsorship Contact Name:
Email:
Phone: