



Happening In Linden

Presenter of Community Events

A MI Non-Profit Corporation

2022 Sponsorship Opportunities



Linden's Holiday Happening

www.happeninginlinden.com



Happening In Linden

Presenter of Community Events

A MI Non-Profit Corporation

Premier Event & Fireworks Partner

\$20,000

Exclusive Benefits of the Sole Premier Partner Sponsorship:

Sole Premier Partner for the 2022 Event Season

Fireworks Sponsor for River Roast and Linden's Holiday Happening

Logo on Event Promotional Banners (Exclusive to Premier Sponsor)

Logo on Front Page of happeninginlinden.com and lindenholidayhappening.com (with links to sponsor's website(s))

Logo on front of all Entry Registration Packets as "Premier" sponsor.

Logo on Promotional Poster {approx. 50-100 per event} as "Premier" Sponsor.

Logo on all Fliers distributed.

Four 30-Second audio "commercials" announced over PA system on-Site.(per event) Promoted as Premier sponsor in all press releases.

Logo on Sponsor Banners @ Event site or in the downtown area.

Complimentary exhibit space or entry in Parade depending on event.

Logo and Sponsorship including Links on our Facebook pages (5).





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Community Partner & River Roast Fireworks

\$ 11,000

Benefits of the Community Partner & Sole Fireworks Sponsorship:

Logo on Event Banner as Fireworks Sponsor for River Roast.

Logo and Link to Sponsor website on happeninginlinden.com in premium location

Logo on front of all Entry Registration Packets.(7 Events)

Logo on all Fliers distributed. (7 Events)

Logo on Promotional Posters {approx. 50-100 per event}

One 30-second audio "commercial" announced over PA system on-site. (per Event)

Logo on Sponsor Banners @ Event site or in the downtown area.

Complimentary exhibit space or entry in Parade depending on event.

Logo and Sponsorship included on our website and Facebook page.





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Presenter of Community Events

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Community Partner – 7 Events

\$6,000

Benefits of a Community Partner Sponsorship:

1. Logo on front of all Entry Registration Packets.
2. Logo on all Flyers distributed.
3. Logo on Promotional Posters {approx. 50-100 per event}
4. One 30-second audio "commercial" announced over PA system on-site. (per Event)
5. Logo on Sponsor Banners @ Event site or in the downtown area.
6. Complimentary exhibit space or entry in Parade depending on event.
7. Logo and Sponsorship included on our website and Facebook page.



Linden's Holiday Happening
Frosty Parade & Fireworks



The National Night Out is a Nationwide Celebration of our First Responders. Held across the country on the first Tuesday in August. In the Linden Community it means we invite First Responders from the City of Linden Police and Fire Departments, City of Fenton Police and Fire, Fenton Township Fire Department, Argentine, Fire Department, North Oakland Fire Authority, Office of the Genesee County Sheriff, Livingston County Sheriff's office, Oakland County Sheriff's office, Michigan State Police, State EMS, and MMR. Everyone is treated to Free Hot dogs, chips, cookies, and water as they mingle among first responders and their vehicles and special equipment, we have even had the Oakland county sheriff's office Helicopter make a special appearance. McGruff (the crime dog) as well as Sparky (fire dog) make appearances. Community agencies also host activities for the kids, vision screening, bounce houses, face painting and other fun events. Do not miss this Family Event!

Premier Sponsor

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

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

Community Partner Sponsor

\$1000 - Benefits of a Community Partner Level Sponsorship:

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

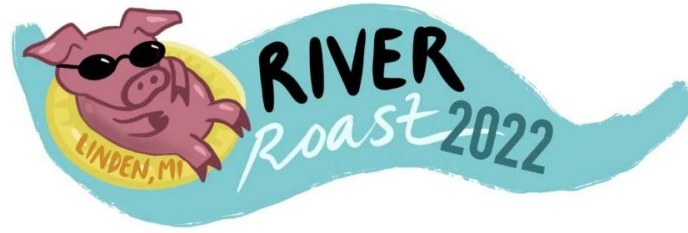
Gold Sponsor

\$350 - Benefits of a Gold Level Sponsorship:

1. Logo on Sponsor Banners.
2. Complimentary Display Space to promote your Business or Organization.
3. 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.

www.happeninginlinden.com



RIVER ROAST - A BBQ and MUSIC EVENT

Featuring Music, Food and Fun centered around the beautiful Shiawassee River.
With something for everyone, including a Pig Roast , Food Trucks, Bands, Family Activities, and
Fireworks on the Mill Pond to end the day.

Premier Sponsor

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

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

Fireworks Sponsor Linden's River Roast

\$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 Community Partner Sponsor

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Main Stage Music Sponsor

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

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

Parking and Shuttle Sponsor

\$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

Community Partner Sponsor

\$1000 - Benefits of a Community Partner Sponsorship:

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

GOLD LEVEL Sponsor

\$350 - Benefits of a Gold Level Sponsorship:

1. Logo on Sponsor Banners in downtown area.
2. 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!

Premier Sponsor

\$2,000 - Benefits of a Premier Sponsorship:

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

Community Partner Sponsor

\$1000 - Benefits of a Community Partner 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

\$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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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.

Over one Thousand people dared to experience the trails in 2021!

Come experience the fun of Halloween!

Premier Sponsor

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

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

Community Partner Sponsor

\$1000 - Benefits of a Community Partner 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

\$350 - Benefits of a Gold Level Sponsorship:

1. Logo on Sponsor Banners.
2. Complimentary Display Space to promote your Business or Organization.
3. Logo and Sponsorship included on our website and Facebook page.

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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.

Premier Sponsor

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

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

Community Partner Sponsor

\$1000- Benefits of a Community Partner 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

\$350 - Benefits of a Gold Level Sponsorship:

1. Logo on Sponsor Banners.
2. Complimentary Display Space to promote your Business or Organization.
3. 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 !

Premier Sponsor

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

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

Community Partner Sponsor Holiday Happening

\$2500 - Benefits of a Community Partner 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 Gold Level Sponsor

Parking & Shuttle Sponsor

\$800 - Benefits of a P & S Sponsorship:

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

Marching Band Sponsor

\$600 - Benefits of a Band Sponsorship:

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

Gold Level Sponsor

\$350 - Benefits of a Gold Level Sponsorship:

1. Logo on Sponsor Banners in downtown area.
2. Complimentary Float or walking unit in Parade.
3. Logo and Sponsorship included on our website and Facebook page.



The Kick -Off Event or perhaps the end to our event season? Heading into our Seventh Year in 2023 this event has a 20% growth rate year over year. With the targeted purpose of getting Families out of the house to enjoy nature and the lakes we are blessed with in our community. Over 250 Anglers took to the lakes in 2022. Not the outdoorsy type? This event also features a community Chili Cook-Off pitting Local Businesses and community groups against each other for bragging rights of Best Chili. Over 300 people attended the awards ceremony and Chili Cook -Off, where we awarded over \$8000 in Prizes!

Premier Sponsor

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

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

Community Partner Sponsor

\$1000- Benefits of a Community Partner 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

\$350 - Benefits of a Gold Level Sponsorship:

1. Logo on Sponsor Banners.
2. Complimentary Display Space to promote your Business or Organization.
3. Logo and Sponsorship included on our website and Facebook page.

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