



Happening In Linden

A NON-PROFIT ORGANIZER OF
COMMUNITY EVENTS

2023

Sponsorship Opportunities



Table of Contents

INTRODUCTION.....1

ABOUT OUR EVENTS.....2-4

SPONSOR BENEFITS.....5

SPONSORSHIP PACKAGES.....6-7

CONTACT INFORMATION.....8



Happening In Linden

Introduction

Hello,

Happening In Linden (a established non-profit 501(c)(3) organization) is dedicated to providing fun, safe, and free community events in the City of Linden. With the help of our Community Sponsors we successfully plan and organize seven events annually for our community and surrounding areas to enjoy. We pride ourselves on executing a full calendar of events that have every demographic in attendance with a clear focus on the families in our communities.

It is only through working together and building strong partnerships that we can continue to make a deep impact on the community. Our sponsors play a vital role in helping us to host events that create priceless memories for our children and families to enjoy year after year.

As a non-profit organization, we rely heavily on the contributions of our sponsors. We would like to ask that you consider becoming, or continue to be, one of our Community Partners in 2023. We are grateful for your Partnership, and we look forward to working together to make a difference.

**Our Mission is simple.....provide fun,
safe, and free events for all to enjoy.**

About The Events

To learn more about each event please visit
www.happeninginlinden.com

Ice Fishing Tournament

(8 Years Running)

Our Ice Fishing Tournament brings in Anglers from all over to compete for the top prizes! Our kids have just as much fun and win just as many prizes as the adults do! This event also features a community Chili Cook-Off pitting Local Businesses and Community Groups against each other for bragging rights for Best Chili. We awarded over \$8,000 in Prizes, and Giveaways!

Date: Feb. 2024

Attendance in 2022: 300 attendees (250 were Anglers competing)

Expected Growth Rate in 2023: 20%



The River Roast

(2nd Year Running)

Now a 2 day Celebration of Summer! Held along the beautiful Shiawassee River and featuring bands performing on the new Kimble-Sharp Gazebo, there is something for everyone! A Pig Roast, Food Trucks, a Beer tent, Family Activities, Vendors, and Fireworks on the Mill Pond to end the day.

Date: July 21st 5pm-11pm & July 22nd 12pm-11pm

Attendance in 2022: Approx. 3,000 attendees

Expected Growth Rate in 2023: 30%



About The Events

National Night Out Event (5 Years Running)

The National Night Out is a Nationwide Celebration of our First Responders, held across the country on the first Tuesday in August. We invite First Responders from the City of Linden as well as the surrounding areas. McGruff (the crime dog) and Sparky (the fire dog) make appearances. There are activities, bounce houses, face painting and other fun events for kids. Free hot dogs, chips, cookies, and water are enjoyed by all.

Date: Aug. 1st 2023

Attendance in 2022: 750+ attendees

Expected Growth Rate in 2023: 20%



Farm to Fork Event (3rd Year Running)

Join us as we take a culinary journey back through Linden's beginning and into our present day. Our Chef prepared journey will feature foods grown locally in the Linden Community along with evening music and a bartender to round out the night! New this year is a added Brunch the following day!

Date: Sept. 9th and 10th 2023

Attendance in 2022: Capped at 80 attendees

Growth Potential in 2023: 80%



Zombies, Scarecrows & Monsters Event (5 Years Running)

Our Zombies, Scarecrows, and monsters event is a two-night family-friendly trick or treat adventure at Eagles Wooden Park. Featuring a Haunted Boardwalk with lots of treats and tricks, a Treat Trail with just treats, and lots of fun activities to enjoy!

Date: October 13th + 14th 2023

Attendance in 2022: 1,500 attendees

Expected Growth Rate in 2023: 30%



About The Events

Ladies Night Out Event

(15 Years Running)

Ladies Night Out is our annual opportunity for the Ladies to gather, shop, mingle, and explore Linden. It's a fun night of music, games, and prizes. Featuring Local Vendors, Crafters, Beer and Wine booth, along with Linden's Business District staying open late and accommodating the Ladies of Linden!

Date: Nov. 4th 2023

Attendance in 2022: 500+ attendees

Expected Growth Rate in 2023: 20%



Linden's Holiday Happening

(8 Years Running)

We welcome the Holiday season with Our Signature Event! The Holiday Happening has been evolving year after year and just keeps getting better! With our main focus on the children, we start the night with the lighted Frosty Parade. Immediately following, there is something for everyone to enjoy. Food trucks, reindeer, Santa, family activities including a Elf Hunt! We end the night with fireworks presented on the Mill Pond.

Date: Dec. 1st 2023

Attendance in 2022: 5,000+ people

Expected Growth Rate in 2023: 20%



Linden's Holiday Happening

Community Partner Benefits



Generosity is the New Marketing

In the social media era, charitable companies will earn a reputation as being a "good" company, and people are more likely to buy from them. This is because consumers want to support companies that they believe are doing good in the world.



5,500+ Followers on Facebook and Growing

With 5,500+ followers on Facebook, members of the community turn to the Happening In Linden Facebook page for information on the "happening's" around town. As a point of reference, our 5 Facebook pages had a reach of over 200,000 accounts in 2022.



Tax Advantages

One of the most immediate and tangible benefits to your business from sponsoring and partnering up with Happening In Linden is being able to get a charitable donation tax break.



Sponsorship Packages



\$11,000

Premier Community Partner - 7 Events + Sole Fireworks Sponsorship

- Only 2 Sponsorships available
- Choose 1 Fireworks event. River Roast or Holiday Happening
- Includes Benefits 1-12 (see below)



\$6,500

Community Partner- All 7 Events

- Includes Benefits 4-12 (see below)



\$3,000

Friends of the Community - Pick 3 Events

- Includes Benefits 7-12 (see below)

Benefits of Community Partners:

1. Logo on Premier Event Banner
2. Logo on Event Banner as Fireworks Sponsor
3. Four Firework Sponsor "Brought to You By" announcements over PA system during event
4. Logo and Link to Sponsors website at happeninginlinden.com in prime location
5. Logo on Sponsor Banner at Event site or in the downtown area
6. Logo on front of all Print Materials distributed
7. Logo included in Highlight Video
8. Logo on Promotional Posters {approx. 50-100 per event}
9. One 30-second audio "commercial" announced over PA system on-site (Per Event)
10. Complimentary exhibit space or entry in Parade depending on event
11. Logo and Sponsorship included on our website and Facebook page
12. Special shoutout on Facebook per event (5,500+Followers)

Sponsorship Packages

Gold Sponsor - Includes 1 Attraction + Benefits 1-8 (see below)



\$1,200

- The She Shed/Bar at Ladies Night Out (1 sponsorship available)
- Main Stage Music at River Roast (1 sponsorship available)
- Pig Roast at River Roast (1 sponsorship available)
- Put Put Golf at River Roast (1 sponsorship available)
- Trackless Train at Holiday Happening (1 sponsorship available)

Silver Sponsor - Includes 1 Attraction + Benefits 2-8 (see below)



\$800

- Marching Band at Holiday Happening (2 sponsorship available)
- Pancake Breakfast at Ice Fishing Tournament (1 sponsorship available)
- Park + Shuttle at Holiday Happening. (2 sponsorship available)
- Kid Zone at Holiday Happening (2 sponsorship available)

Bronze Sponsor - Includes 1 Attraction + Benefits 4-8 (see below)



\$350

- Corn Hole Tournament at River Roast (1 sponsorship available)
- DJ at Zombie + Monsters Event (1 sponsorship available)
- DJ at Ladies Night (1 sponsorship available)
- Kids Zone at National Night Out (2 sponsorships available)
- Treat Trail at Zombie + Monsters Event (2 sponsorships available)

Benefits of Gold, Silver, and Bronze Sponsors:

1. Logo on front of all Print Materials distributed
2. Logo included in Highlight Video
3. Logo on Sponsor Banner at Event site or in the downtown area
4. "Sponsored By" sign with Logo at assigned area at event
5. Complimentary exhibit space on event
6. Complimentary entry in Parade depending on event
7. Logo and Sponsorship included on our website and Facebook page
8. Special shoutout on Facebook per event (5,500+Followers)

Thank you!

At our organization, we greatly value your support in helping us achieve our goals. We humbly request your financial contribution as a partner for our endeavors and are grateful for you taking the time to view our sponsorship package. If you have any further inquiries or questions regarding this, please don't hesitate to reach out to us. Thank you once again for your kind consideration!

Best Regards,

The Happening In Linden Team

Contact

Phone: 810-458-6331

Email: info@happeninginlinden.com

Address: P.O. Box 565 Linden, MI. 48451

Website: www.happeninginlinden.com



Happening In Linden

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.



Happening In Linden

YES! I WANT TO SPONSOR TODAY

Thank you for sponsoring! Your partnership allows us to continue providing family-friendly events in the Linden Community!

CONTACT:

SELECT A LEVEL ON BACK OF THIS FORM

Business: _____
(Exactly as you would like it to appear)

Name: _____

Address: _____

Email: _____

Phone: _____

Mail Checks to:

P.O. Box 565
Linden, MI. 48451

Sponsorship Amount: \$ _____

Easily Pay Through Our Secure Square Account!

I've enclosed a check # _____

Request payment pick-up

Paid via Square





Happening In Linden

Select a Level:

**Premier Comm.
Partner
\$11,000**

**Community
Partner
\$6,500**

**Friends of the
Community
\$3,000**

**Gold
\$1,200**

Please specify which 3 Event

Please specify which 1 Attraction

**Silver
\$800**

**Bronze
\$350**

Please specify which 1 Attraction

Please specify which 1 Attraction

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