



Happening In Linden

A NON-PROFIT ORGANIZER OF
COMMUNITY EVENTS

2024

Sponsorship Opportunities



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Happening In Linden

Introduction

Hello,

Happening In Linden (an established non-profit 501(c)(3) organization) provides 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 with every demographic in attendance and a clear focus on the families in our communities.

We can continue to profoundly impact the community by working together and building solid partnerships. Our sponsors play a vital role in helping us 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 ask that you consider becoming, or continue to be, one of our Community Partners in 2023. We are grateful for your Partnership and 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: February 10, 2024

Attendance in 2023: 300 attendees (250 were Anglers competing)

Expected Growth Rate in 2024: 20%



The River Roast

(3rd Year Running)

Now a two-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! Food Trucks, a Beer tent, Family Activities, Vendors, and Fireworks on the Mill Pond to end the day.

Date: July 20th, 5 pm-11 pm & July 21st, 12 pm-11 pm.

Attendance in 2023: Approx. 3,500 attendees

Expected Growth Rate in 2024: 30%



About The Events

Karaoke at the Mill

(2 Years Running)

Karaoke at the Mill started in 2022 to keep family and friends together throughout the summer. The original target audience was school-age (K-12) kids. However, it quickly expanded to adults and groups of friends who just wanted to sing. This event continues to grow, with more and more families spending Tuesday nights at The Mill. This event brings a Food Truck and is expanding to six nights in 2024.

Dates: June 4, 18, July 2, 16, 30, Aug. 13th 2024

Attendance in 2023: 1000+ attendees

Expected Growth Rate in 2024: 30%



Holiday Light Show

(in development)

Join us as we work with the creative team behind several area interactive lighting displays to create an extraordinary family event that will become a Holiday Tradition—coming to Eagles Wooden Park in December 2024!

Dates: December (Multiple dates)

Anticipated Attendance in 2024: 3000+



Zombies, Scarecrows & Monsters Event

(6 Years Running)

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

Date: October 11th + 12th 2024

Attendance in 2023: 2,500 attendees

Expected Growth Rate in 2024: 30%



About The Events

Ladies Night Out Event

(16 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. It features local vendors, crafts, beer, and wine, and Linden's business district stays open late and accommodates the ladies of Linden!

Date: Nov. 9th 2024

Attendance in 2023: 600+ attendees

Expected Growth Rate in 2024: 15%



Linden's Holiday Happening

(9 Years Running)

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

Date: Dec.6th 2024

Attendance in 2023: 6,000+ people

(In person and online)

Expected Growth Rate in 2024: 10%



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.



Happening In Linden

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 during the event.
4. Logo and Link to Sponsor's website at happeninginlinden.com in prime location
5. Logo on the Sponsor Banner at the Event site or 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 on-site (Per Event)
10. . Complimentary exhibit space or entry in Parade, depending on the 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 1-6 (see below)



\$1,200

- The She Shed/Bar at Ladies Night Out (1 sponsorship available)
- Main Stage Music 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 2-6 (see below)



\$800

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

Bronze Sponsor - Includes 1 Attraction + Benefits 4-6 (see below)



\$350

- Corn Hole Tournament at River Roast (1 sponsorship available)
- DJ at Zombie + Monsters Event (1 sponsorship available)
- DJ at Lady's Night (1 sponsorship available)
- Treat Trail at Zombie + Monsters Event (2 sponsorships available)

Benefits of Gold, Silver, and Bronze Sponsors:

1. The logo is on the front of all printed materials distributed.
2. Logo included in Highlight Video
3. Logo on the Sponsor Banner at the Event site or downtown area
4. Complimentary exhibit space at the event or parade entry, depending on the event.
5. Our website and Facebook page include your logo and sponsorship.
6. Special shoutout on Facebook per event (5,500+Followers)

Thank you!

Our organization greatly values 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, please don't hesitate to contact 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. The 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 THE
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: \$ _____

Quickly Pay Through Our Secure
Square Account!

I've enclosed a check # _____

Request payment pick-up

Paid via Square



info@HappeninginLinden | 810-458-6331 | P.O. Box 565 Linden, MI. 48451 |

www.HappeninginLinden.com



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 3 Events

Please identify which 1 Attraction

 Silver
\$800 Bronze
\$350

Please specify which 1 Attraction

Please specify which 1 Attraction

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