



Happening In Linden

A NON-PROFIT ORGANIZER OF
COMMUNITY EVENTS

2025 Sponsorship Opportunities



Introduction

Happening In Linden (an 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 events 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.

With 8,000+ followers on Facebook, members of the community turn to the Happening In Linden Facebook pages for information on the "happening's" around town. As a point of reference, our 5 Facebook pages and Instagram had a reach of over 200,000 accounts in 2024. Our Websites also had over 11,000 visits in 2024.

As we enter our tenth year we 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 continuing to be one of our Community Partners in 2025. We are grateful for your Partnership and look forward to working together to make a difference.

Our Mission is simpleprovide 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 (9 Years Running)

Our Ice Fishing Tournament attracts Anglers from all over to compete for the top prizes! Our kids have just as much fun and win just as many awards as the adults do. This event also features a community Pancake Breakfast & Chili Cook-off. On Average, we award over \$5,000 in Prizes and Giveaways.

Date: February 8, 2025

Attendance in 2024: 300 attendees

Expected Growth Rate in 2025: 20%



Triple Threat Bingo

Join us as we bring Bingo back to the Linden Community! Taking place in the Linden Community Center monthly (except November) on the **Third** day of the **Third** week for **Three** sessions. Cash Prizes, Bonus Games, pull tabs, and a snack bar complete the night.

Dates: 3/19, 4/16, 5/21, 6/18, 7/16, 8/20, 9/17, 10/15, 12/17/2025, Sessions at 6, 7, and 8:00 p.m.
Anticipated Attendance in 2025: 1,000+



Karaoke at the Mill (3 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 includes a Food Truck and is expanding to eight events in 2025.

Dates: June 10th, 24th, July 8th, 22nd, Aug. 5th, 19th, and two dates at Linden Schools Field days in 2025 Attendance in 2024: 1,200+ attendees
Expected Growth Rate in 2025: 30%



About The Events

Linden RiverRoast (4th 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 event on Saturday night.

Date: July 18th and 19th, 2025

Attendance in 2024: Approx. 3,750 attendees

Expected Growth Rate in 2025: 20%



Zombies, Scarecrows & Monsters (7 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 17th and 18th, 2025

Attendance in 2024: 2,750 attendees

Expected Growth Rate in 2025: 20%



Ladies Night Out (17 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 for the Ladies on their special night!

Date: November 8th, 2025

Attendance in 2024: 700+ attendees

Expected Growth Rate in 2025: 20%



Linden's Holiday Happening (10 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 on the Mill Pond.

Date: December 5th 2025

**Attendance in 2024: 6,000+ attendees
(In person and Online)**

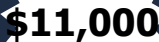
Expected Growth Rate in 2025: 15%



Sponsorship Packages

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 community.



\$11,000

Premier Community Partner - 7 Events

- Only 2 Sponsorships available
- Choose 1 Fireworks event. River Roast or Holiday
- Happening Includes Benefits 1 - 11 (see below)



\$6,500

Community Partner- All 7 Events

- Includes Benefits 4 - 11 (see below)



\$3,000


Friends of the Community - Pick 3 Events

- Includes Benefits 7 - 11 (see below)

Benefits of Community Partners:

1. Logo on Event Banners as Premier Partner
2. Four Firework Sponsor "Brought to You By" announcements during the event
3. Logo and Link to Sponsor's website at happeninginlinden.com & hilinden.com
4. Logo on the Sponsor Banner at the Event site or downtown area
5. Logo on front of all Print Materials distributed
6. Logo included in Highlight Video
7. Logo on Promotional Posters (approx. 50-100 per event)
8. One 30-second audio "commercial" announced on-site (Per Event)
9. Complimentary exhibit space or entry in Parade, depending on the event
10. Logo and Sponsorship included on our website and Facebook page
11. "Tagged" on Facebook per event (8,000+Followers)

Individual Sponsorship Opportunities



\$1,200

Includes 1 Attraction + Benefits 1-6 (see below)

- The She Shed/Bar at Ladies Night Out (1 sponsorship available)
- Main Stage Music at River Roast (1 sponsorship available)
- Putt Putt Golf at River Roast (1 sponsorship available)
- Bingo Flash-Board Sponsor -Annual (4 Sponsorships available)
- Trackless Train at Holiday Happening (3 sponsorships available)



\$800

Includes 1 Attraction + Benefits 2-6 (see below)

- Marching Band at Holiday Happening (2 sponsorships available)
- Pancake Breakfast at Ice Fishing Tournament (1 sponsorship available)
- Parking + Shuttle at Holiday Happening (2 sponsorships available)
- Kid Zone at Holiday Happening (2 sponsorships available)
- Bingo Flash-Board Sponsor -5 events (4 Sponsorships available)



\$350

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

- 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)
- Kids Zone at National Night Out (2 sponsorships available)
- Treat Trail at Zombie + Monsters Event (2 sponsorships available)
- Dauber Giveaway at Two Bingo Events (5 sponsorships available)
- Official Warming Zone for the Holiday Happening (2 Sponsorships available)

Benefits for Individual Sponsorships:

1. The logo is on the front of all printed materials distributed
2. Our website page includes your logo and sponsorship
3. Logo included in Highlight Video (Excludes Triple Threat Bingo)
4. Logo on the Sponsor Banner at the Event site or downtown area
5. Complimentary exhibit space at the event or parade entry, depending on the event
6. Tagged on Facebook per event (8,000+Followers)

Thank you!

Our organization greatly values your support in helping us achieve our goals. 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. We request your financial contribution as a partner in 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

Thank you for sponsoring!

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

CONTACT:

Business: _____

(Exactly as you would like it to appear)

Name: _____

Address: _____

Email/Phone: _____ / _____

Mail Checks to:

**P.O. Box 565
Linden, MI. 48451**

\$11,000 Premier Partner

\$3,000 Community Friend

\$6,500 Community Partner

\$ 1200 Attraction Sponsor

Please specify which 1 Attraction

\$350 Attraction Sponsor

Please specify 3 Events

\$ 800 Attraction Sponsor

Please specify which 1 Attraction

Please specify which 1 Attraction

Sponsorship Amount: \$ _____

I've enclosed a check # _____

Request payment pick-up

Paid via Square

**Quickly Pay Through Our Secure
Square Account!**



<https://square.link/u/BpajXkqi>

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