

Pumpkinfest 2016 Sponsorship

Pumpkinfest is a two day fall festival held in downtown Zeeland on Friday and Saturday, October 7 & 8, 2016

With the generous support of our local community, Pumpkinfest has grown to be the largest festival in Zeeland, thousands of people attend each year, and even more are reached through advertisement avenues of all different kinds. This year will be the 32nd Annual Pumpkinfest. Zeeland Festivals, Inc. would like to continue to see this festival grow and watch even more of the community take part in this joyful celebration. As a non-profit company, sponsorship is what helps Zeeland Festivals, Inc. continue to provide a multitude of quality, family-friendly activities at this wonderful festival. There are numerous ways to be part of this festival, please review the opportunities below:

Pumpkinfest Sponsorship Level Options & Benefits

Visionary Sponsor \$1,000

- Business logo at premium level and size on promotional materials including:
 - 10,000 brochures
 - 6,200 direct mail pieces
 - schedule of events posters
 - any event-specific print items where applicable
- Logo recognition at premium level on websites including Pumpkinfest, City of Zeeland, and Zeeland Festivals Facebook
- Business mentioned during pre-event promotions:
 - Radio Interviews
 - Press Releases
 - Zeeland Record
 - Holland Sentinel
 - MLive
- Opportunity to host or sponsor an activity/event downtown (requires approval from Zeeland Festivals)
 - If approved, business name will appear with activity/event description paragraph in another section of brochure
- Four Passes to Entertainment Tent

Advocate Sponsor \$750

- Business name on promotional materials at middle level and size including:
 - 10,000 brochures
 - 6,200 direct mail pieces
 - schedule of events posters
 - any event-specific print items where applicable
- Business listed on websites including Pumpkinfest and Zeeland Festivals Facebook
- Opportunity to host or sponsor an activity/event downtown (requires approval from Zeeland Festivals)
 - If approved, business name will appear with activity/event description paragraph in another section of brochure
- Two Passes to Entertainment Tent

Contributor Sponsor \$500

- Business name on promotional materials at lowest level and size including:
 - 10,000 brochures
 - 6,200 direct mail pieces
 - schedule of events posters
 - any event-specific print items where applicable
- Business listed on websites including Pumpkinfest and Zeeland Festivals Facebook

Support Sponsor \$250 (or product donation of equal value)

- Businesses or Individuals that are interested in supporting Pumpkinfest as a whole concept for the community.
 - These funds help us fill in the gaps to some of the items needed for this festival to be as wonderful as it is.
- Business name or individual name on websites including Pumpkinfest and Zeeland Festivals Facebook
- Business name or individual name on "thank you support sponsors" sign located at merchandise tent

Volunteer Your Time

- Pumpkinfest is possible because of the many volunteers that lend a helping hand. Zeeland Festivals, Inc. couldn't provide this large of an event without our community volunteers! Please consider volunteering as an individual or as a group. Volunteer opportunities may include assisting with decorations, set up and take down, parade coordinators, etc.

Pumpkinfest Sponsorship



2016 Continued

Pumpkinfest Brochure Ad Placement

- Each year, Zeeland Festivals, Inc. produces 10,000 brochures featuring the schedule of events for Pumpkinfest. This brochure is the most heavily distributed printed material out of all the materials for Pumpkinfest and out of all the materials for any events put on by Zeeland Festivals, Inc.
- This brochure not only helps guests know what's happening when and where, but it also features all the businesses that supported the festival as a visionary, advocate, or contributor sponsor.
- The brochure is high-quality, full-color, clean, and efficient
- As a great way to stand out and support the festival at the same time as advertising your business directly to your goal market, we encourage all event participants to purchase an ad.
- PLEASE FILL IN YOUR DESIRED AD SIZE ON YOUR COMMITMENT FORM BELOW

Yes! I would like to be a Sponsor of Zeeland's LARGEST festival, PUMPKINFEST!

Business: _____

Primary Contact: _____

Address: _____

Phone: _____ Email: _____

SPONSORSHIP LEVEL (please circle or check)

BROCHURE AD SIZE (please circle or check)

Visionary Sponsor \$ 1,000 _____

Full Page (5.5"W x 10"H) \$ 1,299 _____

Advocate Sponsor \$ 750 _____

Half Page (5.5"W x 5"H) \$ 799 _____

Contributor Sponsor \$ 500 _____

1/4 Page (5.5"W x 2.5"H) \$ 499 _____

Support Sponsor \$ 250 _____

1/8 Page (2.75"W x 2.5"H) \$ 299 _____

Please make checks payable to: Zeeland Festivals, Inc.
Commitments to be made in full by July 31, 2016

For Ad in brochure, please email high-resolution ad (300 dpi) in jpeg, pdf, or tiff format to zeelandfestivals@gmail.com

VOLUNTEER INFORMATION (please provide as much detail as possible)

Number of volunteers: _____

Group or business I (we) are from: _____

Type of help I (we) would be interested in participating in: _____

Times I (we) would be available to help: _____

**Want to learn more? Please Contact Amanda Westhouse, Director of Events for Zeeland Festivals, Inc.
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