

2015 Blues Brews & Brats Festival Partnership Opportunities

Back by popular demand, this event will have top notch regional blues bands, local Michigan wine and vendors grilling up brats on Saturday, August 1, 2015.

Concentrated Local Exposure:

- 1500 + expected attendees (over 21).
- South Lyon Herald pre-festival articles and calendar (other on-line calendars)
- Full color event flyer in the South Lyon Herald to 10,500 homes)
- Flyer distribution at pre-festival events (ex. Lake Street Cruise-Ins, weekly Farmers Markets, local events.
- Multiple Chamber email blasts, Chamber websites, Facebook posts, additional social media exposure
- Detroit Blues society marketing exposure
- Press-releases to local communities

The Big Cheese

Featured as the Presenting Partner with all of the following benefits (*one available; \$2,500*)

- 30 wristbands for entrance into beverage garden and entertainment area.
- Presenting Partner on all marketing materials promoting the event
- Invitation onstage to speak to crowd (twice during event)
- The Chamber website will feature your logo and a link to your website
- 10' x 10' booth space near entrance of main tent area (tent & props provided by sponsor)
- Top billing as Presenting Partner on signage by stage at event.
- Mentions on any radio exposure and news articles as Presenting Partner
- Name and logo as Presenting Partner on full color flyer in South Lyon Herald

The Hot Dawg

Featured as a Supporting Partner with all of the following benefits (*\$1,500*):

- 20 wristbands for entrance into beverage garden and entertainment area
- Supporting Partner on all marketing materials promoting the event
- The Chamber website will feature your logo and a link to your website
- 10' x 10' booth space on street (Tent and props provided by sponsor)
- Supporting Partner on signage by stage at event.
- Named as Supporting Partner on full color flyer in South Lyon Herald

The Cat's Meow

Featured as a Contributing Partner with all of the following benefits (*\$500*):

- 15 wristbands for entrance into beverage garden and entertainment area
- Name on marketing materials for the event
- The Chamber website will link your company logo to your website
- Contributing Partner on signage by stage at event
- Named as Contributing Partner on full color flyer in South Lyon Herald

The Bees Knees

Featured as an acknowledged partner with the following benefits (*\$250**):

- 8 wristbands for entrance into the beverage garden and entertainment area
- Acknowledgement on the Chamber website
- Name on signage by stage at event

The Hep Cat

Featured as an acknowledged partner with the following benefits (*\$100**):

- 4 wristbands for entrance into the beverage garden and entertainment area.
- Name on signage by stage at event.