



2024 Red Flannel Festival Sponsorship Opportunities

Dear Valued Supporters,

The Red Flannel Festival extends heartfelt gratitude to each one of you for your unwavering support in making our 2023 event an extraordinary success. As we bask in the positive energy of last year's triumph, we are excited to announce that preparations are already underway for the 85th Red Flannel Festival in 2024.

Our mission is clear – to craft an unparalleled, fun-filled family experience, surpassing all expectations. As an independent, all-volunteer non-profit organization, the continued success of our festival relies on the generous backing of the local business community.

Enclosed, you'll find a comprehensive list of sponsorship opportunities tailored to suit various business preferences. By investing in one of our 2024 sponsorship packages, your business will not only contribute to a cherished community tradition but also gain substantial name exposure. This exposure is a valuable asset, serving to effectively market and promote your business.

We invite you to explore our sponsorship packages and identify the opportunity that aligns best with your company's goals. Your support is pivotal to our endeavor, and we sincerely appreciate your consideration.

Act promptly, as the deadline for sponsorships is July 15th, 2024. We assure you that all contributions are fully tax-deductible, courtesy of our non-profit 501(c)3 status.

Thank you for your time, interest, and unwavering support for the 2024 Red Flannel Festival. Together, let's make this year another memorable milestone for the 15th oldest festival in Michigan!

Warm regards,

Nancy Deyman
Red Flannel Festival President
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Cedar Springs, MI 49319
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www.redflannelfestival.org



RED FLANNEL TOWN – CEDAR SPRINGS MICHIGAN



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All sponsorship packages include the following:

- Invitation to the Sponsor Breakfast,
- Logo linked to the Red Flannel Festival website,
- Festive Facebook page listing,
- Banner with Company logo presented at event
- Free entry to the Queen's pageant
- Free float entry in the Grand Parade.

Non-Profit organizations receive 50% off brochure advertising.

Lumberjack Package (\$2,500 +): Full page Ad in the Red Flannel Festival Brochure; Sponsorship of any four Festival events.

Keystone Package (\$1,000 - \$2,400): $\frac{3}{4}$ page Ad in the Red Flannel Festival Brochure; Sponsorship of any three Festival events

Plaid Package (\$500 - \$999): $\frac{1}{2}$ page Ad in the Red Flannel Festival Brochure; Sponsorship of any two Festival events.

Long John Package (\$250 - \$499): $\frac{1}{4}$ page ad in the Red Flannel Festival Brochure; Sponsorship of One Festival event

Brochure Advertising Only: \$150 – Business card





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Company Name:
Contact Name:
Address:
City, State, Zip:
Email Address:
Phone:
Sponsorship Package:

Please circle the event(s) you wish to sponsor:

5 & 10 K Run

Arts & Craft Show

Car Show

Grand Lodge (Beer Tent)

Grand Parade

Keystone Kops

Antique Farm Tractor & Engine Show

Kids Day

Lumberjack Show

Pie Eating Contest

Prince & Princess Contest

Queen's Scholarship Pageant

Queen's Float



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