

Boyne City 4th of July Festival

PO Box 407

Boyne City, MI 49712

www.boyne4thofjuly.com

Dear Valued Business/Organization,

We are writing in request of sponsorship support for this year's Boyne City 4th of July Festival July 3-4, 2023.

Recognized by *Good Morning America* and *USA Today* as one of the "Top 10 Independence Day Celebrations in the Nation," the #2 "Best Small Town Fourth of July Celebrations in the USA" by the *Travel Channel* and last year crowned the #1 "Best Small-Town July Fourth Fireworks" by *Reader's Digest*, the Boyne City 4th of July Festival is a summer highlight in our northern Michigan community and draws in an estimated 20,000+ visitors during this one-of-a-kind event celebrating our nation's independence. Our community anticipates this festival with great passion and our sponsors are key ingredients to its success.

Boyne City's 4th of July Festival is a 501(c)(3) organization, ID 37-1881144, and is funded solely by generous donations and organized by a volunteer committee. The two-day Festival costs approximately \$40,000 and the Grand Fireworks display over Lake Charlevoix accounts for nearly two-thirds of the projected annual budget.

Our sponsorship campaign consists of four levels:

PLATINUM \$3,000+:

- Facebook Commercial with renowned local photographer/videographer, Alex Childress, valued at \$500.
- Your name on radio, newsprint, television, social media, marketing materials and press releases.
- Your name/link on our website, 7,000 brochures and Boyne Area Chamber's e-newsletter.
- Premiere placement of your parade float, if you wish to enter, at no additional cost.
- Special announcement and signage recognition during the Parade.
- Festival Sponsor Decal to display at your organization.
- Your logo on a large banner at Veteran's Memorial Park during the Festival.

GOLD \$1,000:

- Your name/link on our website, social media, 7,000 brochures and Boyne Area Chamber's e-newsletter.
- Premiere placement of your parade float, if you wish to enter, at no additional cost.
- Special announcement and signage recognition during the Parade.
- Festival Sponsor Decal to display at your organization.
- Signage at Veteran's Memorial Park during the Festival.
- Premiere placement of your parade float, if you wish to enter, at no additional cost.

SILVER \$500:

- Your name/link on our website, social media, 7,000 brochures and Boyne Area Chamber's e-newsletter.
- Preferred placement of your parade float, if you wish to enter, at no additional cost.

BRONZE \$250:

- Your name/link on our website.

The Festival prides itself on what makes the 4th of July so special: Family, Fireworks and Fun. Videos and pictures, as well as last year's schedule of events can be found on our website www.boyne4thofjuly.com.

Please call or email with any questions. Tax deductible donations can be made to Boyne City 4th of July Festival and mailed to PO Box 407 Boyne City, MI 49712. Thank you for your consideration, and we hope you and your family visit us to experience the "Best 4th in the North!"

Sincerely,

Jessica White, Sponsorship Coordinator

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jessicaboyneace@gmail.com