

# Sponsorship Packages

## 15th Annual Mackinac Bridge Antique Tractor Crossing

Sponsorship Perk	Helping Hand Package \$250	Neighbor Package \$500	Friend Package \$1000	Gold Package \$1500
Advertisement in event book (3,000 printed)	1/8 page ad	1/4 page ad	1/2 page ad	full page ad
Name on group 'Thank You' banner	✓	✓	✓	✓
Verbal mention at event	✓	✓	Individual	Individual
Mention in newsletter	✓	✓	✓	✓
Sponsorship section on website	✓	✓	✓	✓
<b>Social Media Promotions</b>		Facebook	Facebook and Instagram	Facebook, Instagram, & TikTok
Individual 2x3 Banner displayed at event			✓	✓
500 Business cards put on merchandise/information tables			✓	✓
1000 business cards and branded pens distributed throughout event				✓
Feature in 2022 crossing calendar				✓

### Individual Options

2x3 individual banner **\$75**

1/8 page ad in event book **\$100**

1/4 page ad in event book **\$150**

1/2 page ad in event book **\$225**

Full page ad in event book **\$300**

### Donations

Donate an item for our raffle on Sunday for a verbal mention and your name on our group 'Thank You' banner

**Suggestions:** gift certificates, free stays, items from your business, etc.

### Sponsor individual event

Ice cream social, euchre, and BINGO night: **\$250**

Tractor games at Little Bear Arena: **\$200**

Sunday Parade: **\$150**

# Sponsorship Package Breakdown

## HELPING HAND PACKAGE (\$250)

- 1/8 page advertisement in event book (3,000 dispersed between participants, local businesses, and spectators)
- Name on group 'Thank You' banner displayed at event
- Verbal mention at event (grouped with other sponsors)
- Mention in our newsletter from June to September
- Name, logo, and information included on sponsorship section of our website (Mackinacbridgecrossing.com)

## NEIGHBOR PACKAGE (\$500)

- 1/4 page advertisement in event book (3,000 dispersed between participants, local businesses, and spectators)
- Name on group 'Thank You' banner displayed at event
- Verbal mention at event (grouped with other sponsors)
- Mention in our newsletter from June to September
- Name, logo, and information included on sponsorship section of our website (Mackinacbridgecrossing.com)
- Facebook:
  - One spotlight advertisement on Facebook page
  - Name and Information added to Sponsorship Album on Facebook

## FRIEND PACKAGE (\$1000)

- 1/2 page advertisement in event book (3,000 dispersed between participants, local businesses, and spectators)
- Name on group 'Thank You' banner displayed at event
- Verbal mention at event (individual)
- Mention in our newsletter from June to September
- Name, logo, and information included on sponsorship section of our website (Mackinacbridgecrossing.com)
- Facebook:
  - One spotlight advertisement on Facebook page
  - Name and Information added to Sponsorship Album on Facebook
- Instagram:
  - One spotlight advertisement on Instagram page
  - Brand hashtag and tag on every Instagram post from until September 15, 2022
- Individual 2x3 banner displayed at event (provided by sponsor designed by us)
- 500 business cards put on merchandise/information tables throughout event

## **GOLD PACKAGE (\$1500)**

- Full page advertisement in event book (3,000 dispersed between participants, local businesses, and spectators)
- Name on group 'Thank You' banner displayed at event
- Verbal mention at event (individual)
- Mention in our newsletter from June to September
- Name, logo, and information included on sponsorship section of our website (Mackinacbridgecrossing.com)
- Individual 2x3 banner displayed at event (provided by sponsor or designed by us)
- 500 business cards put on merchandise/information tables throughout event  
1,000 business cards and branded pens distributed throughout event (to participants)
- Facebook:
  - One spotlight advertisement on Facebook page (and added to Sponsorship Album on FB)
- Instagram:
  - One spotlight advertisement on Instagram page
  - Brand hashtag and tag on every Instagram post from until September 15, 2022
- TikTok:
  - One spotlight video advertisement on TikTok account
  - Brand hashtag and tag on every TikTok video posted until September 15, 2022
- Featured in our 2022 calendar (500 sold at event)

## **FEATURED EVENT OPPORTUNITIES**

- **Ice Cream Social (Saturday 6PM - 8PM) \$250**
  - Open to participants and families
  - Ice cream, cake, sundae toppings
  - Bingo (for prizes), Euchre tournament
  - **Sponsor Perks:** 2x3 banner, verbal mentions throughout evening, social media posts during evening
- **Tractor Games (Saturday, 11AM - 4PM) \$200**
  - Fun tractors games for participants
  - Bleacher seating for spectators
  - **Sponsor Perks:** 2x3 banner on trailer with DJ equipment, verbal mentions throughout afternoon, social media posts during games
- **Downtown St. Ignace Parade (Sunday 12:30PM - 2:30PM) \$150**
  - Approximately 300 tractors parade through downtown St. Ignace
  - **Sponsor Perks:** Banner displayed through parade, Social media posts throughout parade

# MACKINAC BRIDGE ANTIQUE TRACTOR CROSSING 2022 ADVERTISING

<b>Date :</b>	<b>Company:</b>
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**Name**

**Phone Number**

**Email**

**Address**

**Notes :**

Item	Description	Price	Selections
1/8 Page Ad	In Event Book (3,000 copies)	\$100	<input type="checkbox"/>
1/4 Page Ad	In Event Book (3,000 copies)	\$150	<input type="checkbox"/>
1/2 Page Ad	In Event Book (3,000 copies)	\$225	<input type="checkbox"/>
Full Page Ad	In Event Book (3,000 copies)	\$300	<input type="checkbox"/>
2 x 3 banner	Displayed Thursday-Sunday	\$75	<input type="checkbox"/>
Helping Hand Sponsorship	See details on the back*	\$250	<input type="checkbox"/>
Neighbor Sponsorship	See details on the back*	\$500	<input type="checkbox"/>
Friend Sponsorship	See details on the back*	\$1,000	<input type="checkbox"/>
Gold Sponsorship	See details on the back*	\$1,500	<input type="checkbox"/>
Ice Cream Social Sponsor	Saturday 6-8 pm	\$250	<input type="checkbox"/>
Tractor Parade Sponsor	Saturday 11am-4pm	\$200	<input type="checkbox"/>
Tractor Games Sponsor	Sunday 12:30-2:30 pm	\$150	<input type="checkbox"/>
Donation to raffle	ITEM:		<input type="checkbox"/>

**Design Details**  
(circle one)

<p>I want Owosso Tractor to design for me</p>	<p>I will provide the design(s)</p>
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**Total**

**Payment Method (Cash or Check)**

**By signing this form you agree to the advertisement choices selected and agree payment will be received by June 30, 2022 or sponsorship is subject to cancellation.**

<b>Print Name</b>	<b>Signature</b>
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# SPONSORSHIP PACKAGES

## Helping Hand Package

**\$250**

- 1/8 page advertisement in event book (3,000 dispersed between participants, local businesses, and spectators)
- Name on group 'Thank You' banner displayed at the event
- Verbal mention at event (grouped with other sponsors)
- Mention in our newsletter from July to September
- Name, logo, and information included on sponsorship section of our website
- (Mackinacbridgecrossing.com)

## Neighbor Package

**\$500**

- 1/4 page advertisement in event book (3,000 dispersed between participants, local businesses, and spectators)
- Name on group 'Thank You' banner displayed at event
- Verbal mention at event (grouped with other sponsors)
- Mention in our newsletter from June to September
- Name, logo, and information included on sponsorship section of our website
- (mackinacbridgecrossing.com)
- Facebook:
  - One spotlight advertisement on Facebook page
  - Name and Information added to Sponsorship Album on Facebook

## Friend Package

**\$1,000**

- 1/2 page advertisement in event book (3,000 dispersed between participants, local businesses, and spectators)
- Name on group 'Thank You' banner displayed at event
- Verbal mention at event (individual)
- Mention in our newsletter from June to September
- Name, logo, and information included on sponsorship section of our website
- (mackinacbridgecrossing.com)
- Facebook:
  - One spotlight advertisement on Facebook page
  - Name and Information added to Sponsorship Album on Facebook
- Instagram:
  - One spotlight advertisement on Instagram page
  - Brand hashtag and tag on every Instagram post from July 1st until September 15, 2022
- Individual 2x3 banner displayed at event (provided by sponsor designed by us)
- 500 business cards put on merchandise/information tables throughout event

## Gold Package

**\$1,500**

- Full page advertisement in event book (3,000 dispersed between participants, local businesses, and spectators)
- Name on group 'Thank You' banner displayed at event
- Verbal mention at event (individual)
- Mention in our newsletter from July to September
- Name, logo, and information included on sponsorship section of our website (mackinacbridgecrossing.com)
- Individual 2x3 banner displayed at event (provided by sponsor or designed by us)
- 500 business cards put on merchandise/information tables throughout event
- 1,000 business cards and branded pens distributed throughout event (to participants)
- Facebook:
  - One spotlight advertisement on Facebook page (and added to Sponsorship Album on FB)
- Instagram:
  - One spotlight advertisement on Instagram page
  - Brand hashtag and tag on every Instagram post from July 1st to September 15, 2022
- TikTok:
  - One spotlight video advertisement on TikTok account
  - Brand hashtag and tag on every TikTok video posted until September 15, 2022
- Featured in our 2022 calendar (500 sold at event)

## Donations

Donate an item for our raffle on Sunday for a verbal mention and your name on our group 'Thank You' banner.

Donate items such as gift certificates, free stays, product from your store, etc.

Don't forget to include your business card or brochure!

If you want to donate an item to the raffle, check the box on the front of this form and indicate what you wish to donate.