



Dear Valued Business/Organization,

We are writing in request of sponsorship support for the Boyne City 4th of July Festival July 3-4, 2021.

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 recently 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. 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 solely funded by generous donations and organized by a volunteer committee. The two-day Festival costs approximately \$40,000 with the Grand Fireworks display over Lake Charlevoix accounting for nearly two-thirds of its projected annual budget.

Our sponsorship campaign consists of four levels:

PLATINUM \$3,000:

- Official "Sponsorship" Title of a major event, i.e. the Grand Parade, Running Race, etc.
- 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.
- Your name and logo on a large banner at the beginning of the Grand Parade.
- Festival Sponsor Decal to display at your organization.
- Large banner displayed at Veteran's Memorial Park during the festival.
- Premiere placement of your parade float, if you wish to enter, at no additional cost.

GOLD \$1,000:

- Your name/link on our website, social media, 7,000 brochures and Boyne Area Chamber's e-newsletter.
- 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 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-Belford, Sponsorship Coordinator

Ph: 231.675.3387

jessicaboynce@gmail.com