



## **2016 SPONSORSHIP OPPORTUNITIES**

The Cadillac Freedom Festival started in 2010 when a small group of Cadillac residents decided to bring fireworks back to the city of Cadillac. We scraped together enough money through donations from local businesses and residents to have a \$4000 show.

Each year we have been able to grow our events to include; Fire On Water, a tribute to this countries veterans, Pork in the Park BBQ Challenge, Thunder On The Lakeshore, Michigan's only 4th of July award winning motorcycle show, a carnival and many other unique and exciting events along with a wide variety of food and merchandise vendors, top notch musical talent, plus the annual fireworks show.

The Freedom Festival now provides 3 full days of activities for local residents and visitors alike. One of the unique attributes of the festival is that it provides activities and entertainment for all ages and the entire family. We are excited about this years festival and the impact it has on the community, however, as with any community event, it is not possible without the support of the community, many volunteers and the generous contributions of our sponsors.

We are pleased to present you with these opportunities to partner with us and sponsor the festival at a level your organization is comfortable with. We have found that our sponsors benefit in a number of ways through their support of the event, but the sense of community involvement that comes from sponsoring the event is the most rewarding.

We hope you will take the time to consider these opportunities and we would like to thank you in advance for your support.

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[www.cadillacmichigan.com](http://www.cadillacmichigan.com)**



### **SPARKLER (\$250+)**

- ◆ 3' of horizontal banner display in the event venue. (Banner provided by sponsor)
- ◆ Sponsor name will appear under the “Sparkler Sponsor” heading on our social media page.
- ◆ Sponsor logo will be placed on the back of event t-shirts.

### **FIRECRACKER (\$500+)**

- ◆ All of the above
- ◆ Sponsor name will appear under the “Firecracker Sponsor” heading on our social media page.
- ◆ Sponsor Logo will be placed on our social media page.
- ◆ Sponsor Logo will appear on all promotional print material.



### **ROMAN CANDLE (\$1000+)**

- ◆ All of the above
- ◆ 6' of horizontal banner space in 2 locations at event venue. (Banners provided by sponsor)
- ◆ Sponsor logo will appear under “Roman Candle Sponsor” heading on all social media and web-based advertising.



### **GRAND FINALE' (\$2000+)**

- ◆ All of the above
- ◆ Banner placement in multiple locations in venue.
- ◆ Sponsor name and logo will receive top billing on all print, social media and web-based promotional material.
- ◆ Sponsor will receive mention in all radio promotions.

