



January, 2023

Dear Owner,

I would like to start off by thanking you for being a part of New Baltimore and the greater Anchor Bay Community. The New Baltimore area has become a prime destination for tourism as well as a leading location for growing families to plant their roots. This growth and development is largely due to your investment in our hometown – *thank you*. That being said, we would like to offer you the opportunity to further participate in making our downtown area the **#1 destination this coming Labor Day Weekend**.

Labor Day Weekend, in the beautiful waterfront Walter and Mary Burke Park, the *13th Annual Art on the Bay – Art and Community Celebration* will host dozens of specialty artists, makers, foods, beverages, and musical entertainment. Our goal is to promote our lovely downtown area in such a way that reflects our community's values and identity, including our commitment to art, innovation, and healthy lifestyles.

With your tax-deductable donation donations, we can work together to further strengthen our sense of community to create a brighter future. Proceeds from past Art on the Bay shows have funded a comprehensive way-finding signage program that provides directional information to downtown businesses, amenities, and premier outdoor destinations, music in the park, a start up jazz band and an ADA approved play equipment for children. All proceeds from this year's Art on the Bay event will help fund future beautification projects that will be determined by the committee and other city organizations. We are relying on the generosity of our local businesses and organizations to ensure our success. For your convenience, there are several sponsorship opportunities for you to choose this year.

On behalf of everyone at Art on the Bay and in the New Baltimore community, we would like to thank you for your time and your consideration.

Sincerely,

Laurie Huff  
President

*P.S. The best sponsorship opportunities are only available if you submit your registration by May 31, 2023 – be sure to send your commitment today!*

# Art on the Bay

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## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR \$2500

- Large banner Acknowledgment as a Presenting Sponsor on all advertising materials ([confirmation of Sponsorship by 5/31--2023](#))
- Presenting Sponsor acknowledgment at the entrance to the event
- Presenting Sponsor banner on event posters
- 10'x10'space in premiere location at event for company representation
- Presenting Sponsor recognition with large logo ,link and tagline on Art on the Bay website
- Presenting Sponsor recognition displayed at event registration, refreshment area, and throughout the entire event area
- Presenting Sponsor acknowledgment in all press releases, print advertising, event signage ,Art on the Bay website and all social media
- Inside Front or Back cover color advertisement or 2 full page color center ad in event Program Book

### PREMIERE SPONSOR \$1000

- Acknowledgment as Premiere Sponsor on all advertising materials ([confirmation of Sponsorship by 5/31/2023](#))
- Acknowledgment as a Premiere Sponsor on event posters
- 10'x10'space in premiere location at event for company representation
- Premiere Sponsor recognition with large logo, link and tag-line on Art on the Bay website
- Premiere Sponsor recognition displayed at event registration, refreshment area, and throughout the entire event area
- Premiere Sponsor acknowledgment in all press releases, print advertising, event signage, Art on the Bay website and all social media
- Full page color ad in event Program Book

### OFFICIAL SPONSOR \$500

- Small logo on all advertising materials and event posters ([confirmation of Sponsorship by 5/31/2023](#))
- Official Sponsor recognition with small logo and link on Art on the Bay website
- Small logo displayed at event registration, refreshment area, and throughout the entire event area
- Full page color ad in event Program Book

### ASSOCIATE SPONSOR \$250

- Small logo on all advertising materials and event poster ([confirmation of Sponsorship by 5/31/2023](#))
- Small logo and link on Art on the Bay website
- Small logo displayed at event registration, refreshment area, and throughout the entire event area
- 1/2-page ad in event Program Book

### Patron \$50

All patrons will receive recognition in the program book and Art on the Bay Website.

# Art on the Bay

## SPONSORSHIP OPPORTUNITIES

Please complete and return to Amanda Melkert at: Art on the Bay, PO Box 961, New Baltimore, MI 48047

ContactName: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

SPONSORSHIP			
PRESENTING	PREMIER	OFFICIAL	ASSOCIATE
<input type="checkbox"/> \$2500	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250

<b>PATRON</b>	<b>\$50</b>
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METHOD OF PAYMENT				
<input type="checkbox"/> Check	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> AmEx	<input type="checkbox"/> Discover
Amount Enclosed:	Credit Card #:		Exp. Date:	
\$ _____	Signature: _____			

### ADVERTISING GUIDELINES

high resolution, appropriate size with crops and correct color. All fonts/images need to be included.  
Please email your ad to: [artonthebay48047@gmail.com](mailto:artonthebay48047@gmail.com)

*Please make checks payable /mail to:*

**Art on theBay**

P.O. Box 961

New Baltimore, MI 48047

***Orders must be received by June 1, 2023***