

ART On The BAY

2024

April 15, 2024

Dear Owner,

I would like to start off by thanking you and your business for remaining dedicated to our community, our businesses, and our families. Each year, Art on the Bay continues to grow in artists, visitors, and community, because of the support of businesses like yours.

We are offering a unique opportunity that allows everyone to experience the thriving downtown businesses, recreational activities, and our delightful park filled with the incredible talents of over 70 hand-picked artists and craftsmen. Visitors feel the strong sense of community shared by all who come to our picturesque town located on the dancing waters of Anchor Bay.

This Labor Day Weekend, in the beautiful waterfront Walter and Mary Burke Park, the **15th Annual Art on the Bay – Art and Community Celebration** will host dozens of specialty artists, makers, foods, beverages, and other vendors. 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 any and all tax-deductible donations received, we can work together to further strengthen our sense of community to create a brighter future. Proceeds from previous art fairs are currently funding special projects around our community as approved by our grant committee. We have donated funds to the Civic Club for renovations, the Anchor Bay Community Schools Art Department, as well as the Anchor Bay High School Jazz Band. We are relying on the generosity of our local businesses and organizations to ensure our success and further our community reinvestment.

For your convenience, there are several sponsorship opportunities to choose this year. Our 2021 event was our biggest and best yet, and not just because we missed everyone in 2020. We had over 10,000 patrons browsing our aisles in the park on Saturday and Sunday...and most visited the local small businesses as well! We are offering you an opportunity to help us ensure this Labor Day weekend is another one for the record books.

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 July 15, 2024 – be sure to send your commitment today!



SPONSORSHIP OPPORTUNITIES

SPREAD YOUR MESSAGE
Enjoy access to over **10,000 attendees.**

SECURE YOUR SPONSORSHIP TODAY
Confirmation of Sponsorship due by 7/15/24

SPONSOR LEVELS	INCLUDES	PRICE
PRESENTING SPONSOR	<ul style="list-style-type: none"> Six exclusive Facebook posts with link to your website or other promo ads Choice of full color front inside or back cover (GREAT SPACE FOR COUPONS!) Banner acknowledgment as presenting sponsor on all advertising materials – including press releases and other print marketing Large logo, link, and tagline on top of ArtOnTheBay.com Two exclusive 10' x 2' banners with large logo, company name, and tagline. PLUS large logo and presenting sponsor designation on main banner Two Yard signs displayed throughout event 	\$2500 1 spot available
PREMIERE SPONSOR	<ul style="list-style-type: none"> Four exclusive Facebook Posts with link to your website or other promo ads Full color one-page ad in program book (GREAT SPACE FOR COUPONS!) Acknowledgement on all advertising materials – including large logo on all printed materials Large logo and link on top of ArtOnTheBay.com Large logo included on main banner and two yard-signs displayed throughout event 	\$1000 1 spot available
MUSIC SPONSOR Support the bands! LIBATION STATION SPONSOR Support the bar!	<ul style="list-style-type: none"> Two exclusive Facebook Posts with link to your website or other promo ads (content supplied by sponsor) Full color half-page ad in program book distributed to all attendees Acknowledgement on all advertising materials Large logo and link with Music or Libation Station sponsor designation on top of ArtOnTheBay.com Exclusive 3'x4' banner with Music or Libation Station sponsor designation Large logo included on main banner AND two yard-signs displayed throughout event 	\$750 2 spots available
LIVE DEMO SPONSOR Live Demos both days!	<ul style="list-style-type: none"> Two exclusive Facebook Posts with link to your website Full color quarter-page ad in program book distributed to all attendees Logo on all advertising materials and event poster Sponsor recognition with logo and link on Art on the Bay website Logo displayed on banners AND one yard-sign displayed throughout event 	\$500 1 spot available
OFFICIAL SPONSOR	<ul style="list-style-type: none"> Two exclusive Facebook Posts with link to your website Full color half-page ad in program book distributed to all attendees Logo on all advertising materials and event poster Official Sponsor recognition with logo and link on Art on the Bay website Logo displayed on banners AND two yard-signs displayed throughout event 	\$500
ASSOCIATE SPONSOR	<ul style="list-style-type: none"> Two exclusive Facebook Posts with link to your website Full color quarter-page ad in program book distributed to all attendees Small logo on all advertising materials and event poster Associate Sponsor recognition with logo and link on Art on the Bay website Logo displayed on banners AND one yard-sign displayed throughout event 	\$250
SPONSOR AN ARTIST Purchase a booth for an artist!	All Artist Sponsors will receive recognition in the program book, ArtOnTheBay.Com, Facebook, and on a yard sign (shared with other artist sponsors)	\$150
PATRON SPONSOR	All Patrons will receive recognition in the program book, ArtOnTheBay.Com, Facebook, and on a yard sign (shared with other patrons)	\$100

ART On The BAY

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SPONSORSHIP FORM

Please print legibly and fill in completely.
Confirmation of Sponsorship due by 7/15/24

Contact Name

Address

City

State

Zip Code

Phone

Cell

Company Name

Email

Website

Check here if you want to receive event information electronically to the email address above. If you check this box, information will NOT be sent via USPS.



SPONSORSHIP LEVEL

- PRESENTING
- PREMIER
- MUSIC or LIBATION STATION
- LIVE DEMO
- OFFICIAL
- ASSOCIATE
- SPONSOR AN ARTIST
- PATRON

Please make checks payable /mail to:

Art on the Bay
P.O. Box 961
New Baltimore, MI 48047
Orders must be received by July 15, 2024