



## 2019 SPONSORSHIP OPPORTUNITIES

“Fostering the growth of events downtown has been huge for our businesses. Our contributions, both in cash sponsorships and volunteering have paid off immensely. Downtown events give people both locally and out of the area reason to make a day or weekend trip in Ludington. The more people we can get downtown through events, the more business opportunity we have as a community. The most recent Brrew Fest event turned an otherwise slow winter weekend for the restaurants into a weekend on par with our normal summer sales volume.”

--- Brian  
Mitten Bar

### TOP 10 REASONS TO SPONSOR COMMUNITY EVENTS

1. Create/Develop/Enhance Credibility
2. Change/Strengthen Brand Image
3. Create Awareness and Visibility
4. Distribute Samples or Trial Offers
5. Highly Targeted Marketing
6. Lead Generation
7. Media Exposure
8. Community Involvement/Giving Back
9. Tax Deduction/ Write Off
10. Entertain Clients

The Downtown Ludington Board presents several events every year to draw crowds into and around the Downtown district. These events are typically free with low cost “satellite” activities such as races, food tastings and beer tents.

Sponsoring these events provides your business great exposure to attendees as well as advertising audiences. You have the opportunity to help the Downtown Ludington Board deliver quality activities that the community and it’s visitors can enjoy while increasing traffic and driving sales in local businesses.

#### Events are promoted using (but not limited to):

- DowntownLudington.org (7,000-16,000 pageviews monthly and increasing)
- Facebook (12,000 Likes and growing!)
- Instagram (2000 followers and growing!)
- Downtown Ludington 36” x 48” Kiosks (James St Plaza & City Park)
- 11” x 17” event posters
- Chamber of Commerce Newsletters (weekly)
- Ludington Daily News Ads
- WMOM Radio (daily ads, live every Friday morning and per event)
- EventBrite Tickets (per event)

#### Opportunities for exposure at events:

- Banners
- Tickets
- Booth space
- Promotional materials, such as maps, coupons and fliers
- Tshirts
- Glasses
- Stage Announcements
- And more! Have an idea? Let’s make it happen!

Custom sponsor activation plans, such as contests, give-a-ways or crowd participation activities can be incorporated into any event.

Please review the following packet filled with valuable promotional opportunities and contact Jen Tooman, the Downtown Ludington Marketing & Communications Manager, to get involved at one of these community events.

[jen@downtownludington.org](mailto:jen@downtownludington.org) | 231-845-6237



## 2019 SPONSORSHIP OPPORTUNITY

### ST PATRICK'S DAY



*The Downtown Ludington St. Patrick's Day festivities take place annually on the Saturday before March 17th. The events are designed to bring people Downtown to eat, drink, shop and participate in activities. Events held include a 5k race, a parade, Irish I Was Shopping, and returning in 2018: The Pub Crawl. Sponsorship dollars cover the cost of the prizes for the parade float contest, pint glasses for the pub crawl, and Tshirts and medals for the 5k.*

#### **ST. PATRICK'S DAY PARADE SPONSOR: \$500** | 1 available

- Lead the parade
- Large logo placement on the Facebook Page and event, DowntownLudington.org and kiosk poster
- Logo on event cards
- Mention on the Weekend Update Spot on WMOM prior to the event

#### **PUB CRAWL SPONSOR: \$500** | 1 available

- Large logo placement on the Facebook Page and event, DowntownLudington.org and kiosk poster
- Logo on event cards
- Logo on pint glass
- Mention on the Weekend Update Spot on WMOM prior to the event

#### **IRISH I WAS SHOPPING SPONSOR: \$250** | 4 available

- Logo on Downtown Ludington reusable shopping bag,
- Large logo Facebook Page and event, DowntownLudington.org and kiosk poster
- Buy all 4 available spots and get a large logo on one side of the shopping bags.



## 2019 SPONSORSHIP OPPORTUNITIES

### FRIDAY NIGHT LIVE



*Friday Night Live was designed to increase exposure, traffic and sales for Downtown businesses by gathering our community on Ludington Avenue. This free event draws round 8,000 people each night it is held. Downtown Business owners have enthusiastically reported an increase in sales during these events. Sponsor dollars cover the cost of the inflatables, pony rides, live music and entertainers.*

#### **PRESENTING SPONSOR: \$5,000** | 1 available

*Friday Night Live presented by "Your Business Name" on all marketing materials.*

- Logo in (5) Ludington Daily News Ads (weekly)
- Logo on Kiosk Posters
- Facebook Event page/posts
- Chamber Calendar
- Weekly WMOM Weekend Updates 1 month prior & during the series
- DowntownLudington.org
- Promotional Posters
- Banners at events



#### **STAGE SPONSOR: \$1,500** | 4 available

*This sponsorship covers the cost of the bands on 3 stages at each event.*

- Large logo on stage signs
- Link on DowntownLudington.org
- Musical Acts brought to you by "Your Business Name" on posters, Facebook Event page, website and WMOM.
- Logo on Kiosk Posters
- Logo and link on Facebook Page

#### **PONY SPONSOR: \$1300** | 1 available

*This sponsorship covers the cost to have free pony rides at each event.*

- Logo on Kiosk Posters
- Link on DowntownLudington.org
- Logo on back of Pony Tickets
- Logo and link on Facebook Page

#### **INFLATABLE SPONSOR: \$1,000** | 4 available

*This sponsorship covers the cost to have free inflatables each event.*

- Logo on Kiosk Posters
- Link on DowntownLudington.org
- Logo on sign at each inflatable
- Logo and link on Facebook Page

#### **SUPPORTING SPONSOR: \$500**

- Link on DowntownLudington.org
- Logo and link on Facebook Page

*Do you have an idea for an activity or attraction that you'd be interested in sponsoring at Friday Night Live? Contact Jen Tooman to discuss custom sponsor options!*

# #RUNLUDINGTON

## 2019 SPONSORSHIP OPPORTUNITY

### #RUNLUDINGTON RACE SERIES



*The #RUNLUDINGTON Race Series consists of 4 events:*  
*January 1, 2019 - New Year's Resolution Run 5k*  
*March 16, 2019 - Irish Jog 5k/10k*  
*August 3, 2019 - Run The Beach 5k*  
*October 26, 2019 - Run For Your Lives 5k/10k/13.1*  
*These races are beneficial for our community because they give young and old a healthy goal to work toward and the opportunity to experience an affordable race without traveling far. These events also draw in runners from surrounding areas which helps support our local businesses and restaurants.*  
**2018 Race Participants: 550+ total runners**  
*Our largest 2018 race had 174 runners, up 34 from last year's largest race!*

#### **PRESENTING SPONSOR: \$2500** | 1 Available

*This sponsorship covers the cost of the 3.5" diecast medals that our runners love so much!*

- Company name/logo on website, Facebook event, Eventbrite and social media mentions.
- Eight race entries good for any race in the series.
- Mention in Friday radio spot
- Feature logo on medals and marketing material: posters - table tents - emails to past participants
- Company name/logo on tech shirt/race swag
- Booth space at each event

#### **GOLD SPONSOR: \$1000** | Unlimited

*This sponsorship covers the cost swag, such as tshirts, beach towels, hats, etc.*

- Company name/logo on website, Facebook event, Eventbrite and social media mentions.
- Four race entries good for any race in the series.
- Mention in Friday radio spot
- Feature logo on swag and marketing material: posters - table tents - event cards - emails to past participants
- Company name/logo on tech shirt/race swag
- Booth space at each event

#### **SILVER SPONSOR: \$500** | 4 Available

- Booth space at each event
- Company name/logo on website, Facebook event, Eventbrite and social media mentions.
- Company listed on marketing material: posters - table tents - emails to past participants
- Two race entries good for any race in the series.
- Company name/logo on race swag

#### **BRONZE SPONSOR: \$250** | 8 Available

- Company name/logo on website, Facebook event, Eventbrite and social media mentions.
- Company listed on marketing material: posters - table tents - emails to past participants

#### **PRIZE SPONSOR: \$50** | Unlimited

- Provide two \$25 products or gift certificates for us to give the race winners and raffle off for all participants.



# 2019 SPONSORSHIP OPPORTUNITY

## OCTOBERFEST

*This fall festival takes place the last weekend of September every year. It includes a free Chili Walk, kids activities, pub crawl, and a music and craft beer festival. Past attendance at the Music and Craft Beer Festival has been just under 1000 people. It attracts music and beer lovers from Michigan and surrounding states, who tend spend the weekend in the area. This provides our local businesses with an economic boost at the start of the off-season. Sponsor dollars cover the cost of the entertainers, sound, tent rental, beverage purchase, and printed marketing pieces.*

### **FESTIVAL CO-PRESENTING SPONSOR: \$2,500**

- Banner placement throughout the festival (Banner provided by sponsor)
- On-site vendor booth opportunity
- Medium logo placement on all print advertising
- Medium logo & link on [DowntownLudington.org](http://DowntownLudington.org) and Downtown Ludington Facebook Page
- Inclusion in radio ads, emails and stage announcements
- 6 weekend passes to the Octoberfest Festival (pub crawl entries, festival tickets and beer steins)

### **CHILI WALK SPONSOR: \$1500**

- Banner placement in the plaza by voting booth (Banner provided by sponsor)
- Logo on poster on every chili walk stop (30+ locations)
- Logo on map - 1000 printed
- Logo & link on [DowntownLudington.org](http://DowntownLudington.org) and Downtown Ludington Facebook Page
- Inclusion in radio advertisements, email communication and stage announcements
- 4 weekend passes to the Octoberfest Festival (pub crawl entries, festival tickets and beer steins)

### **SILVER SPONSOR: \$1000**

- Banner placement throughout the festival (Banner provided by sponsor)
- On-site vendor booth opportunity
- Small logo placement on all print advertising
- Small logo & link on [DowntownLudington.org](http://DowntownLudington.org) and Downtown Ludington Facebook Page
- Inclusion in radio advertisements, email communication and stage announcements
- 4 weekend passes to the Octoberfest Festival (pub crawl entries, festival tickets and beer steins)

### **BRONZE SPONSOR: \$500**

- On-site vendor booth opportunity
- Banner placement at the festival (Banner provided by sponsor)
- Name will be placed on select marketing materials (posters, brochures, etc.)
- Link on [DowntownLudington.org](http://DowntownLudington.org) and Downtown Ludington Facebook Page
- 2 Octoberfest Music & Craft Brew Festival and Pub Crawl tickets and beer steins

### **SUPPORTING SPONSOR: \$250**

- Banner placement throughout the festival (Banner provided by sponsor)
- Link on website, posts on Facebook, ads on signage at festival, ad on event fliers



## 2019 SPONSORSHIP OPPORTUNITY

### SMALL BUSINESS SATURDAY & 12 DAYS OF CHRISTMAS SHOPPING



*Small Business Saturday takes place the Saturday after Activities that day include a Christmas tree lot, music, visits with Santa, Small Town Big Giveaway kick-off, the Holiday Parade and the lighting of the Downtown Ludington Christmas tree.*

*The 12 Days of Christmas Shopping event - which will take place December 14 through December 25 - will feature various downtown events.*

*Sponsorship dollars cover the cost of prizes (downtown gift certificates), activities, printed marketing materials and decorations.*

#### **GOLD SPONSOR: \$1000** | Unlimited

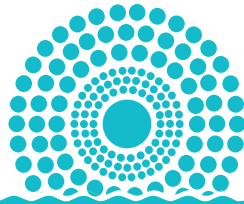
- Mention in all social media posts and contests associated with the event,.
- Feature logo placement in all print ads
- Feature logo placement on all event materials (includes, but not limited to: posters, save the date, banners, etc.)
- Feature logo & link on our website and Facebook pages

#### **SILVER SPONSOR: \$500** | Unlimited

- Medium billing logo placement on all event materials (includes, but not limited to: posters, save the date, banners, etc.)
- Medium logo & link on DowntownLudington.org
- Medium logo & link on Facebook Event Page

#### **BRONZE SPONSOR: \$250**

- Small logo placement on all event materials (includes, but not limited to: posters, save the date, banners, etc.)
- Small logo & link on DowntownLudington.org
- Small logo & link on Downtown Ludington Facebook Page



NEW YEARS EVE BALL DROP  
DOWNTOWN LUDINGTON

## 2019 SPONSORSHIP OPPORTUNITY

### NEW YEARS EVE BALL DROP



Photo by Sue Brown

#### **PRESENTING SPONSOR: \$7,500** | 1 Available

- Banner placement on Ball
- Feature logo placement in all printed event materials (includes, but not limited to: posters, save the date, banners, etc.)
- Large logo & link on our website, Facebook and Instagram pages
- Designated space to distribute company material
- Banner placement at event (entertainment tent, entrances etc. Limit of five.)
- Acknowledgment from event DJ (when applicable)

#### **GOLD SPONSOR: \$2500** | 1 Available

- "Countdown Party brought to you by *Your Name or Business*"
- Large logo placement in all print/radio ads, all printed event materials (includes, but not limited to: posters, save the date, banners, etc.)
- Large logo & link on our website, Facebook and Instagram pages
- Banner placement at event (entertainment tent, entrances etc. Limit of two.)
- Acknowledgment from event DJ (when applicable)

#### **SILVER SPONSOR: \$1500** | 1 Available

- "Fireworks brought to you by *Your Name or Business*"
- Medium logo placement in all printed event materials (includes, but not limited to: posters, save the date, banners, etc.)
- Medium logo & link on our website, Facebook and Instagram pages
- Acknowledgment from event DJ (when applicable)

#### **BRONZE SPONSOR: \$1000**

- Name will be placed on select marketing materials (posters, brochures, etc.)
- Small logo & link on DowntownLudington.org
- Small logo & link on Downtown Ludington Facebook Page

#### **SUPPORTING SPONSOR: \$500**

- Link on DowntownLudington.org

#### **RESOLUTION RUN SUPPORTING SPONSOR:**

- See Love Ludington Race Series on Page 2



## 2019 SPONSORSHIP OPPORTUNITY

### BABY BADGER RIDE

The "BABY BADGER" is made up of 20 cars and a caboose. Each car has a name plate on the side and a logo on the back. This kids ride travels to several area events which are listed below.

Your sponsorship of a car allows us to provide free, family-friendly events in our community and covers maintenance of the Baby Badger to ensure safety for our little riders.

#### SPONSOR A CAR: \$350

- Your business name on side
- Your logo on back
- Recognition of your sponsorship on [DowntownLudington.org](http://DowntownLudington.org)

#### BABY BADGER EVENTS

- St. Patrick's Day Parade
- Fourth of July Parade
- Friday Night Live
  - Rides from 6p-9p
  - 4 Friday Nights in July
  - 5k-8k people
- Movies In The Park
  - 4 Thursday nights in August
  - 1 hour prior to show
- Holiday Parade
- Miscellaneous appearances







# 2019 ADVERTISING OPPORTUNITIES



The Downtown Ludington Board has following advertising opportunities available:

## Printed Materials

### KIOSK POSTERS

\$50/month or \$500/year | 12 available

- Price includes 6" wide x 6" tall ad on 36" x 48" posters
- Located at the James Street Plaza and City Park
- Posters are printed 8 times per year
- Ads run along bottom (See sample graphic on left)
- You may buy additional spaces to double or triple ad width

### DOWNTOWN MAP/BROCHURE

\$250/ad (4" x 2") | 4 available

- Price includes ad on (10,000) trifold brochures
- Distributed throughout the town, county and MDOT rest stops
- You may buy additional spaces to double or triple ad height



### PUB CRAWL OR CHILI WALK MAP/BROCHURE

\$50/ad (2.75" x 2") | 4 available

- St. Patrick's Day Pub Crawl
- Octoberfest Chili Walk
- Octoberfest Pub Crawl

## DowntownLudington.org

**740PX X 340PX TOP SLIDER EVENT AD** | \$75/month

- Event must occur Downtown Ludington
- Rotates with 3-4 other slides

**520PX X 340PX STATIC EVENT AD** | \$150/month

- Event must occur Downtown Ludington
- Does not rotate

**185PX X 250PX STATIC AD** | \$25/month | 6 available

- Includes link to your website
- Does not rotate

## Media Trade

We are willing to trade Silver & Bronze sponsorship levels and the advertising opportunities on this page for media ads.

- Radio
- Print
- Web
- TV/Cable