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 (average 10,000 pageviews per month)
- Facebook (13,700 Likes and growing!)
- Instagram (2400 followers and growing!)
- Downtown Ludington 36” x 48” Kiosks (James St Plaza & City Park)
- 11” x 17” event posters distributed regionally
- Facebook Live Show (every Thursday at 11:00am)
- Print advertisements
- Radio & TV show interviews
- 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.

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 Brrrew 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

jen@downtownludington.org | 231-845-6237
ST PATRICK’S DAY CELEBRATION
March 14, 2020

ABOUT THE EVENT
Events held include a 5k race (120-150 runners), a parade (20 entries), a scavenger hunt (500 maps printed), and a pub crawl (200 people).

BENEFIT TO DOWNTOWN
The event draws people downtown to patron businesses. Traffic and sales increase, especially in the businesses who participate in the pub crawl and scavenger hunt.

SPONSOR DOLLARS
Sponsorship dollars cover the cost of the prizes for the parade float contest, bag piper and pint glasses for the pub crawl, and shirts and medals for the 5k as well as giveaways, promotions and advertising.

LET’S GET CREATIVE!
Have an idea of how you want to be involved? Contact us! We’ll work with you to create a custom activation plan for this event.

ALL SPONSORSHIP INCLUDES
PRIOR TO EVENT:
• Logo on posters, kiosk posters, website and social media.
• Mentions in press releases, media interviews, and live show.

PRESENTING GOLD SPONSOR $500 (SOLD)
• Lead the parade
• Starting point for pub crawl
• Large logo placement
• Four entries into the pub crawl event.

SILVER: $250
• Medium logo placement
• Two entries into the pub crawl event.

BRONZE: $100
• Small logo placement

PUB CRAWAL MAP AD: $35 for 2” x 2” ad.
SCAVENGER HUNT MAP AD: $35 for 2” x 2” ad.
(Discounted rate of $25 for DDA businesses on map ads)

GIVEAWAY SPONSOR: Donate a gift card or product worth $10 or more to be given away at the event.

Questions?
Contact Jen Tooman at (231)845-6237 or jen@downtownludington.org
The Downtown Ludington Board is a non-profit organization that aims to support businesses within the Downtown Development Authority (DDA) district via special events and marketing.
DowntownLudington.org | Facebook.com/DowntownLudington
ABOUT THE EVENT
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.

BENEFIT TO DOWNTOWN
Downtown Business owners have enthusiastically reported an increase in sales during these events.

SPONSOR DOLLARS
Sponsor dollars cover the cost of the inflatables, activities, pony rides, live music and entertainers.

LET’S GET CREATIVE!
Do you have an idea for an activity or attraction that you’d be interested in sponsoring at Friday Night Live? Contact us! We’ll work with you to create a custom activation plan for this event.

ALL SPONSORSHIP INCLUDES
AT THE EVENT:
• Booth space for your business.
PRIOR TO EVENT:
• Logo on posters, kiosk posters, website and social media.
• Mentions in press releases, media interviews, and live show.

PRESENTING SPONSOR: $3,000 | 1 available
Friday Night Live presented by “Your Business Name” on marketing materials.
• Large logo on stage signs, stage sponsor announcements

STAGE SPONSOR: $1,500 | 3 available
Live Music presented by “Your Business Name” on all marketing materials.
• Large logo on stage signs, stage sponsor announcements.

ROCK WALL SPONSOR: $1,000 | 3 available
Rock Wall presented by “Your Business Name” on all marketing materials.
• Banner at entrance to rock wall.

INFLATABLE SPONSOR: $750 | 3 available
Inflatables presented by “Your Business Name” on all marketing materials.
• Banner at entrance to inflatable.

PONY SPONSOR: $375 | 3 available
Pony Rides presented by “Your Business Name” on all marketing materials.
• Banner at ticket tent and on sign at entrance of rides.

SUPPORTING SPONSOR: $250-$500

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#RUNLUDINGTON

**RACE SERIES**

January 1, 2020  
March 14, 2020  
August 1, 2020  
October 31, 2020

ABOUT THE EVENT

The #RUNLUDINGTON Race Series consists of four events that start and end Downtown Ludington. Each race draws 120-150 runners plus friends to cheer them on.

BENEFIT TO DOWNTOWN

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. They also support our downtown sponsors, Ludington Pub, Gordys and Snyder’s Shoes.

SPONSOR DOLLARS

Sponsorships cover the cost of tee shirts and medals.

LET'S GET CREATIVE!

Have an idea of how you want to be involved? Contact us! We'll work with you to create a custom activation plan for this event.

ALL SPONSORSHIP INCLUDES

AT THE EVENT:

- Booth space for your business at the event
- Ability to put marketing materials in race bags

PRIOR TO EVENT:

- Logo on posters, table tents, registration page, kiosk posters, website, and social media.
- Mentions in press releases, media interviews, and live show.

GOLD SPONSOR: $1000

- Six race entries good for any race in the series.

SILVER SPONSOR: $500

- Four race entries good for any race in the series.

BRONZE SPONSOR: $250

- Two race entries good for any race in the series.

PRIZE SPONSOR: $50

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

Questions?

Contact Jen Tooman at (231)845-6237 or jen@downtownludington.org

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DowntownLudington.org | Facebook.com/DowntownLudington
ABOUT THE EVENT
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. Attendance at the Music and Craft Beer Festival is typically around 750 people.

BENEFIT TO DOWNTOWN
It attracts music and beer lovers from from Michigan and surrounding states, who tend to spend the weekend in the area. This provides our local businesses with an economic boost at the start of the off-season.

SPONSOR DOLLARS
Sponsor dollars cover the cost of the entertainers, sound, tent rental, beverage purchase, and printed marketing pieces.

LET'S GET CREATIVE!
Have an idea of how you want to be involved? Contact us! We'll work with you to create a custom activation plan for this event.

ALL SPONSORSHIP ABOVE $250 INCLUDES
AT THE EVENT:
• Booth space for your business at the event
• Banner placement on the event barricades.
• Mentions in stage announcements
PRIOR TO EVENT:
• Logo on posters, ticket page, kiosk posters, website, and social media.
• Mentions in press releases, media interviews, and live show.

FESTIVAL CO-PRESENTING SPONSOR: $2,500
• 6 weekend passes to the Octoberfest Festival (pub crawl entries, festival tickets and beer steins)

SILVER SPONSOR: $1000
• 4 weekend passes to the Octoberfest Festival (pub crawl entries, festival tickets and beer steins)

BRONZE SPONSOR: $500
• 2 Octoberfest Music & Craft Brew Festival tickets (pub crawl entries, festival tickets and beer steins)

SUPPORTING SPONSOR: $250
• 2 Octoberfest Music & Craft Brew Festival tickets and steins.

PUB CRAWL OR CHILI WALK MAP AD
$35 - 2” x 2” ad.
(Discounts for DDA businesses on map ads)

GIVEAWAY SPONSOR
Donate a gift card or product worth $10 or more to be given away at the event.

Questions?
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ABOUT THE EVENT
In December we host a shopping promotion to giveaway $1000 in downtown gift certificates as well as the Cookie Walk.

BENEFIT TO DOWNTOWN
The events and promotions draw people downtown to spend local for their holiday shopping. Cookie Walk proceeds benefit the Ludington Area School District Resource Center.

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

LET’S GET CREATIVE!
Have an idea of how you want to be involved? Contact us! We’ll work with you to create a custom activation plan for this event.

ALL SPONSORSHIP ABOVE $250 INCLUDES
PRIOR TO EVENT:
• Logo on prize packages
• Logo on posters, kiosk posters, website, and social media.
• Mentions in press releases, media interviews, and live show.

GOLD SPONSOR: $1000
• Logo on re-usable shopping bags businesses will give away.

SILVER SPONSOR: $500
• Logo on Cookie Walk Container (boxes or tins)
• Logo on Cookie Walk map

BRONZE SPONSOR: $250
• Logo on Cookie Walk map

GIVEAWAY SPONSOR: Donate a gift card or product worth $10 or more to be given away at the event.

ABOUT THE EVENT
In December we host a shopping promotion to giveaway $1000 in downtown gift certificates as well as the Cookie Walk.

BENEFIT TO DOWNTOWN
The events and promotions draw people downtown to spend local for their holiday shopping. Cookie Walk proceeds benefit the Ludington Area School District Resource Center.

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

LET’S GET CREATIVE!
Have an idea of how you want to be involved? Contact us! We’ll work with you to create a custom activation plan for this event.

ALL SPONSORSHIP ABOVE $250 INCLUDES
PRIOR TO EVENT:
• Logo on prize packages
• Logo on posters, kiosk posters, website, and social media.
• Mentions in press releases, media interviews, and live show.

GOLD SPONSOR: $1000
• Logo on re-usable shopping bags businesses will give away.

SILVER SPONSOR: $500
• Logo on Cookie Walk Container (boxes or tins)
• Logo on Cookie Walk map

BRONZE SPONSOR: $250
• Logo on Cookie Walk map

GIVEAWAY SPONSOR: Donate a gift card or product worth $10 or more to be given away at the event.

Questions?
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NEW YEAR’S EVE BALL DROP  
December 31, 2020

ABOUT THE EVENT  
This event - which features a street party, beer garden, fireworks, and ball drop - started as a way to give back to our local community in the “quiet season” and quickly snowballed into a visitor attraction that draws around 8,000-10,000 people.

BENEFIT TO DOWNTOWN  
Thousands of people flood downtown for dinner, shopping and warming station events. It fills hotel rooms, seats at local restaurants and shops that stay open during the event boast sales similar to busy nights in July. The event raises $5k-$8k for the Downtown Ludington Board, which is used for special projects for the improvement of the DDA district.

SPONSOR DOLLARS  
Sponsorship dollars cover the cost of the DJ, fireworks, live music, light up cups, tent rental, and promotion.

ALL SPONSORSHIP ABOVE $500 INCLUDES  
AT THE EVENT:
• Banner placement on the event barricades.
• Mentions in stage announcements
• Access to the VIP Ball Drop Box
PRIOR TO EVENT:
• Logo on posters, ticket page, kiosk posters, website, and social media.
• Mentions in press releases, media interviews, and live show.

PRESENTING SPONSOR: $7,500  
Presented by “Your Business Name” on marketing materials.
• 8 VIP passes which include access to the Ball Drop Box, a light up cup and a champagne toast.

BEER GARDEN SPONSOR: $2500  
Count Down Party presented by “Your Business Name” on marketing materials.
• 6 VIP passes which include access to the Ball Drop Box, a light up cup and a champagne toast.

FIREWORKS SPONSOR: $1500  
Fireworks presented by “Your Business Name” on marketing materials.
• 4 VIP passes which include access to the Ball Drop Box, a light up cup and a champagne toast.

STREET PARTY SPONSOR: $1000  
Fireworks presented by “Your Business Name” on marketing materials.
• 4 VIP passes which include access to the Ball Drop Box, a light up cup and a champagne toast.

SUPPORTING SPONSOR: $500  
• 2 VIP passes which include access to the Ball Drop Box, a light up cup and a champagne toast.

Questions?
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ABOUT THE EVENT
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.

BENEFIT TO DOWNTOWN
The Baby Badger is an attraction for families at local parades, our downtown events and Movies in the Park.

SPONSOR DOLLARS
Sponsorship dollars cover the cost of maintenance as well as supplement other downtown event budgets.

SPONSOR A CAR: $350
• Your business name on side
• Your logo on back
• Recognition of your sponsorship on DowntownLudington.org

BABY BADGER EVENTS
• St. Patrick’s Day Parade
• Fourth of July Parade
• Friday Night Live
  Rides from 6p-9p
  3 events
  5k-8k people
• Downtown Trick-or-Treat on the Street
• Octoberfest
• Holiday Parade
• Miscellaneous appearances

THIS ANNUAL SPONSORSHIP IS OFFERED AS A RENEWAL TO PAST DONORS FIRST. AVAILABLE CARS CAN BE CLAIMED IN FEBRUARY.
BARRICADE COVERS
$500/year | 100 available
• Price includes one 8’ wide barricade cover
• On barricades at New Year’s Eve Ball Drop, Octoberfest, Friday Night Live, #RunLudington Races, Holiday Skate Rink.

KIOSK POSTERS
$50/month or $500/year | 12 available
• Price includes 6” wide x 6” ad
• Located at the James Street Plaza and Rotary Park
• Ads run along bottom (See sample graphic on left)
• You may buy multiple spaces to double or triple ad width

WEBSITE AD
350px x 350px | $50/month or $500/year | 4 available
200px x 300px | $25/month or $250/year | 8 available

FACEBOOK LIVE SHOW SPONSOR
$50/week | 52 available

MEDIA TRADE
We are willing to trade sponsorship for advertising.
• Radio  • Print  • Web  • TV/Cable

Questions?
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I'M INTERESTED IN

[ ] ST PATRICK'S DAY
  [ ] SILVER ($250)
  [ ] BRONZE ($100)
  [ ] PUB CRAWL MAP AD
  [ ] GIVEAWAY SPONSOR

[ ] FRIDAY NIGHT LIVE
  [ ] PRESENTING ($3000)
  [ ] STAGE ($1500)
  [ ] ROCK WALL ($1000)
  [ ] INFLATABLES ($750)
  [ ] PONY RIDES ($375)
  [ ] SUPPORTING ($250-$500)

[ ] #RUNLUDINGTON RACE SERIES
  [ ] GOLD ($1000)
  [ ] SILVER ($500)
  [ ] BRONZE ($250)
  [ ] PRIZE SPONSOR ($50)

[ ] OCTOBERFEST
  [ ] SILVER ($1000)
  [ ] BRONZE ($500)
  [ ] SUPPORTING ($250)

[ ] HOLIDAY PROMOTIONS
  [ ] GOLD ($1000)
  [ ] SILVER ($500)
  [ ] BRONZE ($250)
  [ ] PRIZE SPONSOR ($10+)

[ ] NEW YEAR'S EVE BALL DROP
  [ ] FIREWORKS ($1500)
  [ ] STREET PARTY SPONSOR ($1000)
  [ ] SUPPORTING SPONSOR ($500)

[ ] BABY BADGER (WAITING LIST)
  [ ] $350 - WILL CONTACT YOU IF ANY ANNUAL ADS ARE NOT RENEWED

[ ] ADVERTISING
  [ ] BARRICADE COVER ($500 EACH - QTY: _____)
  [ ] KIOSK AD ($50/MO OR $500/YR)
  [ ] LG WEBSITE AD ($50/MO OR $500/YR)
  [ ] MD WEBSITE AD ($25/MO OR $250/YR)
  [ ] FACEBOOK LIVE SHOW SPONSOR ($50/WK)

[ ] CONTACT ME WITH MORE INFO

[ ] BILL ME FOR SELECTED ITEMS

DATE