



# RETRO WEEKEND!

## GREEN DAYS ... GROOVY NIGHTS!

34th annual 2009 Mid-Summer Festival July 10, 11 & 12

[www.trentonmid-summer.com](http://www.trentonmid-summer.com)

### Your Choice of "Green Days" Participation Opportunities

#### **Main Sponsor ..... Please inquire!**

Exclusive rights to the entire event. Promoted on 20 (4 X 8) city-wide festival signs after Memorial Day and the Kennedy Recreation Marquee for a total of 30 days! Extensive coverage before, during and after the event. Festival attracts over 50,000 visitors a day, includes premier 10 X 20 spot with tent on the street, get noticed on a personal interview from our live web cam interviews Friday & Saturday, over 6000-13,000 hits a month on [www.trentonmid-summer.com](http://www.trentonmid-summer.com) and much much more!

#### **Shuttle Sponsor...\$9000 (or \$3000 a shuttle)**

Supports all shuttle buses running th entire festival. Stops at Kennedy Recreation Center, Trenton High School & K-Mart.

**Specific Demos:** Reaches all shuttle bus riders and area exposure

**Marketing Value:**

Ads in local media, radio, News Herald, web site and link (exceeding \$5000), Press release kit detailing festival events that you can use in your company newsletter, ads, ect. Special press release promoting the free shuttle, article in News Herald insert; ad on city-wide poster; posters to display; ad in festival program. Banner at information booth; PA announcements during festival ; opportunity for you to speak on our live web cam.

Your banners displayed at shuttle stop, street space included if needed.

#### **Entertainment Sponsor.....\$7500 for all 3 stages or \$2000 per main act or sponsor audio equipment**

Support a musical group or groups! Include variety of top, professional family entertainment to please all tastes. (Lineup available for your review after May 1).

**Specific Demos:** Reaches over 15,000 people per spot and an estimated 50,000 persons attending festival per day.

**Marketing Value:**

Ads in local media, News Herald; web site and link (exceeding \$5,000).

Press release kit detailing festival events that you can use in your company newsletters, ads, etc.

Special press release promoting the entertainment; article in News Herald insert; ad on city-wide poster; posters to display; ad in festival program. Banner at information booth; PA announcements during festival. Street space included if needed. Promotional item give-aways if desired. Opportunity for you to speak on our live web cam.

Company will be honored as Wild Side Sponsor at Mayor's Breakfast – 2 Breakfast tickets included

#### **Fest Cam Sponsor...\$5000 Miller Beverages**

#### **Kids Korner Sponsor...\$4000 News Herald Newspapers**

#### **Umbrella Refreshment Intersection Sponsor...\$3000 Henry Ford Hospital Wyandotte/Josephine FordCaancer Center Downriver**

#### **Sign Sponsor....\$2000 Get your logo on all of our 5 festival directional signs placed throughout festival.**

Ads in local media, News Herald; web site and link (exceeding \$5,000).

Press release kit detailing festival events that you can use in your company newsletters, ads, etc.

Special press release promoting the entertainment; article in News Herald insert; ad on city-wide poster; posters to display; ad in festival program. Banner at information booth; PA announcements during festival. Street space included if needed. Promotional item give-aways if desired. Opportunity for you to speak on our live web cam.

**Official Festival Cup Sponsor (NEW!)...** Purchase a supply of our limited collection festival cups with your logo! Contact us for the details!



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### Your Choice of "Green Days" Participation Opportunities

**Take a Walk on the Wild Side Sponsor ..... \$2,500 (up to 4 hours per day)**

Supports a shuttle bus that will transport festival visitors to the International Wildlife Refuge located approximately 3 miles south of the festival on the Detroit River where they will be greeted by park staff and offered tours of this precious natural resource, which is last remaining natural shoreline along the Detroit River.

Marketing Value: Ads in local media, radio, News Herald; web site and link (exceeding \$10,000).

Press release kit detailing festival events that you can use in your company newsletters, ads, etc.

Special press release promoting the free shuttle and tours of the refuge; article in News Herald insert; ad on city-wide poster; posters to display; ad in festival program. Banner at information booth; PA announcements during festival. Your banners displayed at shuttle stop, street space included if needed. Promotional item giveaways if desired. Opportunity for you to speak on our live web cam.

Company will be honored as Wild Side Sponsor at Mayor's Breakfast – 2 Breakfast tickets included

**Get Active Demo Sponsor..... \$700 (or \$200 with a \$500 gift certificate for Festival "Green" Drawing)**

Providing a hands-on outdoor recreation demonstration for festival visitors to take part. (i.e. kayaking demos or fishing derby from nearby Elizabeth Park, or Entertainment Retro Guitar Contest) Pre-approval of activity is required along with \$1,000,000 liability insurance with city of Trenton named additional insured.

**Marketing Value:** Ads in the News Herald Newspapers; web listing and link and local media (value exceeding \$500)

Mentioned in all press materials. Article in News Herald insert, confirmed by May 1

Company signage at demo site, opportunity for you to speak on our live web cam.

Mentioned in all posters distributed city-wide and festival program

Receive a Mid-Summer Poster to display

Sidewalk space (if desired)

**Go Green...Recycle, reuse, renew .....Logo on 50 bins for \$500**

Support recycling efforts at the festival with recycling bins strategically placed in the "green" area. Company logo will appear on bins. **Marketing Value:** Mentioned in all press materials and on all pre-registration mailings (200 pc) Must be confirmed by May 1 Company signage on all recycling bins

Mentioned in all posters distributed city-wide and festival program

Receive a Mid-Summer Poster to display

Sidewalk space (if desired)

**Volleyball Sponsor....\$1000 (Get your logo on our GREEN Team Shirts for \$1,250)**

Listing in the News Herald ads, web listing and link to your site. Company signage at the tournament located in Elizabeth Park. Listing on Posters distributed city wide. And festival program. Poster to display and street space (if desired)

**Poster Sponsor.....\$300**

**Upgrade to street exposure, Trenton Business Only.....\$500**

Press Coverage in News Herald newspapers and local media (value exceeding \$200)

Mentioned in all posters distributed city wide, listed on web site and festival program (By May 1)

Receive a Mid-Summer Poster to display

Sidewalk space (if desired)-Trenton Businesses Only due to space limitations

**Sidewalk Sponsor Trenton Business Only.....\$200 (due to space limitations first 20 that apply only)**

**Upgrade to street exposure, Trenton Business only.....\$400**

Listed on Mid-Summer program map that is available to visitors, listing on web site, city wide poster (by May 1)

10x10 Sidewalk space Friday, Saturday & Sunday of Festival



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**Get Maximum Exposure at the Festival!**

**News Herald** Mid-Summer Festival Program publication: call Carol Suave (734) 246-0800 for more options. Distributed at festival and to all News Herald subscribers on Wednesday July 8.

**Non-Trenton Business Street Sponsor.....\$750**

10X10 street space. Mentioned in all posters distributed city wide, listed on web site and festival program (By May 1) Receive a Mid-Summer Poster to display

**Non-profit group/organization ..... (no charge-if selling item, fee will be assessed)**

Receive a 10x10 sidewalk space in the "Green Days" area Friday, Saturday and Sunday of Festival. Listed on Mid-Summer program map that is available to visitors, listing on website, city wide poster (by May 1)

FYI ...Any Trenton Business may have a 10ft sidewalk space at the Festival at no charge. (Business would just need to adhere to festival rules, bring own display table and would not be listed in printed materials) Based upon availability, twenty spaces available by May 1 only. Please send back the form to be included! If space allows after date, cost is \$50 late fee.

Complete the Following Form and Send Check Payable to:  
 City of Trenton -3101 West Rd, MI. 48183  
 Must be Postmarked By: May 1, 2009 to be Included

Main  Entertainment  Official Cup Sponsor  Wildside Sponsor  Get Active Sponsor  Go Green Sponsor  Poster Sponsor  Sidewalk Sponsor  Tournament Sponsor  Street Sponsor  FREE Trenton Business sidewalk space  Non-profit group/organ.

Yes, booth space needed.  Yes, electricity needed  No, booth space is not needed

Business Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Check Enclosed Amount \$ \_\_\_\_\_ Web Site Link \_\_\_\_\_

Please briefly describe how you will be participating: \_\_\_\_\_

Deadline: May 1, to be included in various mailings, web site and printed materials. Information (734) 675-7300 or Kathy Kane @ (734) 676-9561.

**Thank you for your support of the "Green Days...Groovy Nights" Trenton Mid-Summer Festival!**  
**Trenton Parks & Recreation-Kennedy Recreation Center**  
 3101 West Rd Trenton, MI. 48183 Phone (734) 675-7302 Fax (734) 675-7206



## Get The Most For Your Marketing Dollars at the Trenton Mid-Summer Festival!

Sponsorship of special events is one of the most effective marketing tools in business today. Sponsors who align themselves with the *Award Winning* Trenton Mid-Summer Festival will benefit through “live” exposure to Southeastern Michigan’s diverse demographic mix. We were awarded 2004 Michigan Festivals & Events BEST SPONSORSHIP PACKAGE and BEST COMMERCIAL! YOU are invited to take part in the awesome benefits of festival marketing!

Face-to-Face with more than 100,000 people, marketers are able to show consumers the benefits of their product or service in a fun-filled family environment.

The Trenton Mid-Summer Festival Committee is a volunteer group affiliated with the Trenton Parks & Recreation Department. The committee’s goal is to present an opportunity for the community to come together for a weekend in July and involve itself in a variety of family activities that include:

- Top entertainment nightly on our Professional Main Stage in the heart of the festival as well as daytime acts to keep the visitors entertained.
- “Kids’ Korner” - Children’s entertainment center; featuring hands-on playmarket, games, crafts, entertainment and more!
- An extremely popular array of sporting tournaments and events attracting both participants and spectators including: Co-ed Volleyball and Horseshoes Tournaments.
- A grand display of over 250 artists and craftsmen
- A fine assortment of food vendors to please all tastes
- Web site attracts 6000-13000 hits a month
- Live interviews Friday and Saturday on our web cam for extra business exposure

Be a part of this year’s 34th Year!

**Great** experience, **Great** promotions, **Great** results for your business!



**July 10, 11, 12 2009**

**Our Guarantee...**

**From the Trenton Mid-Summer Festival Committee**

- We are committed to providing you with the best possible exposure before and during the Trenton Mid-Summer Festival in Downtown Trenton.
- We are committed to making the Trenton Mid-Summer Festival the best event possible by developing a win-win partnership with your company.
- We are available to work with your company and accommodate your needs in the marketing campaign process.
- Free wi-fi downtown!

The Committee may be contacted through Kathy Kane, Market Insights,  
Festival Marketing Coordinator at (734) 676-9561.

*These opportunities are available through May 1, 2009*