

Sponsorship Packages

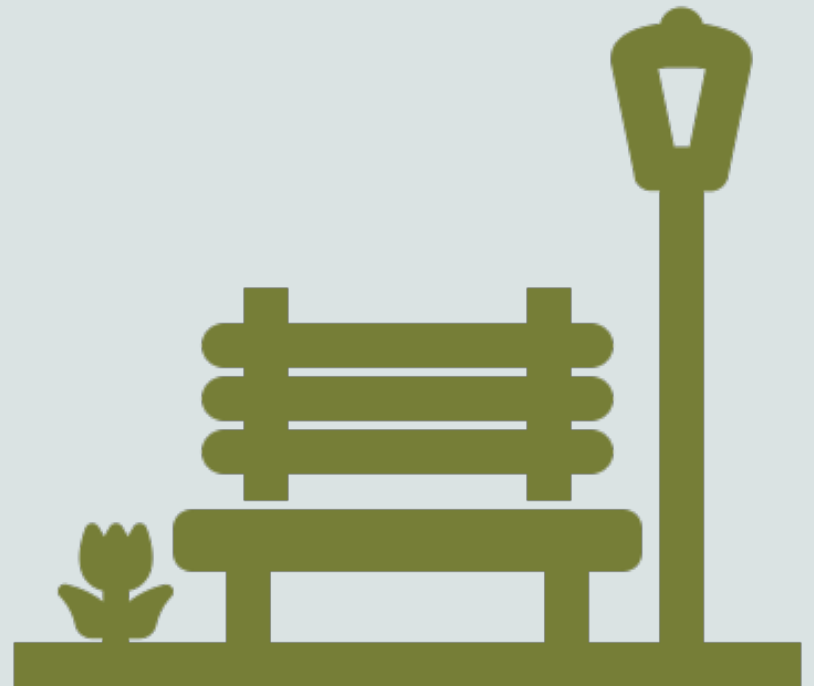


Belleville Area Chamber of Commerce
2022 Premium Event Sponsorship Packages



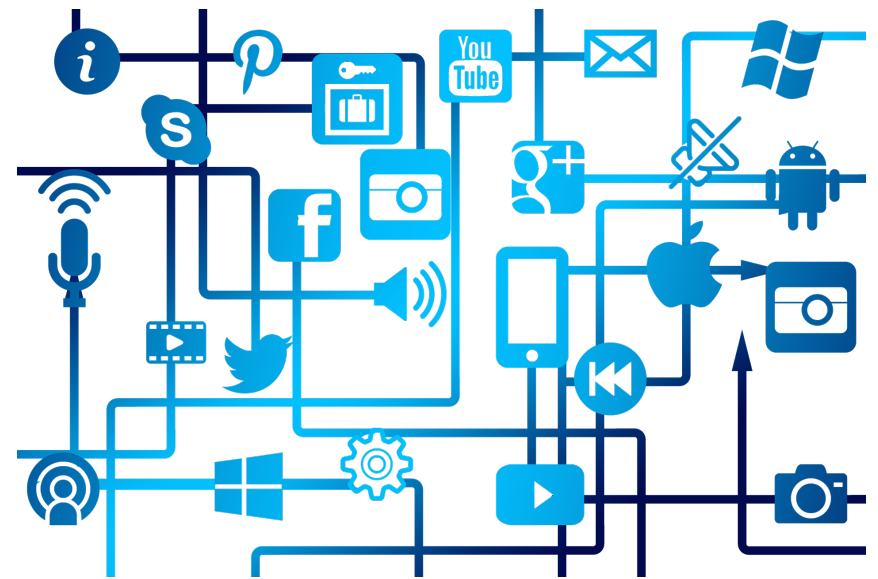
About Us

- The Belleville Area Chamber of Commerce (BACC) services the 48111 Area, including Van Buren Township, Sumpter Township, and the City of Belleville.
- Population ~ 41,000
- Median Income ~ \$60,000
- 72 Square Miles
- Over 1,000 Businesses, 205 of which are members of the Chamber



Marketing Efforts, Effectiveness, and Growth

- Facebook Growth, from < 500 Followers in 2019 to 2,800 today
- New web site launched in January 2020, 1,000 weekly visitors
- Newsletter, 1,959 subscribers, 43% Open Rate sent 2x's weekly
- Full page advertisements in the "Van Buren Today" (24,000 households) 4 times per year
- Full page advertisements in "The Belleville Beat" (5,000 printed monthly)



Corporate & Event Sponsorship Packages 2022

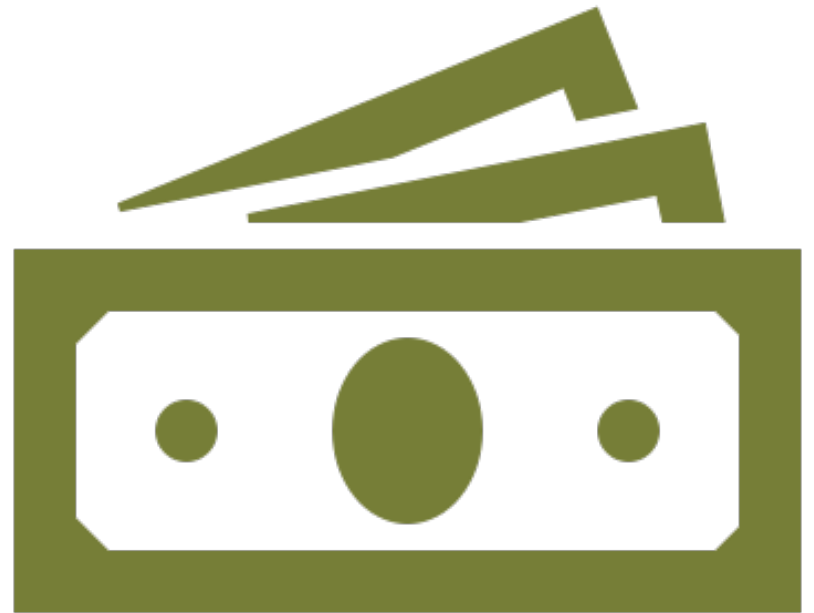
Sponsorship Opportunities

Corporate Sponsor

Networking Sponsor

Lake Fest Event Sponsor

Winter Fest Event Sponsor



Corporate Membership \$5,995

- Our Ultimate membership, listed on each page of the web site, every newsletter, and noted on all events (50+ networking, 20+ Education, Premium Events)
- Category guarantee
- 15% discount on any sponsorship packages for any events throughout the year
- On demand social media posting
- All Diamond Level Chamber Membership Benefits

Networking Membership - \$3,995

- Noted on the Premium Membership Web Site
- Will be listed on every announcement for networking activities (over 50 per year)
- 15% discount on any sponsorship packages for any events throughout the year
- On demand social media posting
- All Diamond Level Chamber Membership Benefits

Education Sponsor / Membership - \$2,995

- Noted on the Premium Membership Web Site
- Will be listed on every announcement for education, webinars, workshops, and seminars (over 20 planned)
- 15% discount on any sponsorship packages for any events throughout the year
- On demand social media posting
- All Diamond Level Chamber Membership Benefits

Lake Fest June 24-26 2022



Logo includes 2021 Presenting Sponsors

About Lake Fest

Mission Statement: To develop and implement an annual Community festival with an emphasis on Belleville Lake. This festival shall be executed by volunteers and the mission is for the festival to be used as a platform for the 48111 Non-Profit groups to raise funds, awareness, or provide services.

2021 Inaugural Event

Approximately 10,000 attendees

Nonprofit Organizations raised over \$20,000

(Example of the advertisement found in Van Buren Today, The Beat, The Independent)

Sponsors & Partners

Logos include: JACK DEMMER FORD, AUTOKINITION, ATCHINSON, T-Mobile, MOVING MITTEN Real Estate Group, A Design Line, Edward Jones INVESTMENTS, GENISYS CREDIT UNION, [NextHome] EVOLUTION, CALIBER HOME LOANS, Garden Fantasy on Main, CRAFTED KITCHEN, us ecology, HENNESSEY ENGINEERS, Rotary Club of Belleville, MI, METAVERSAL MEDIA.

Lake Fest Schedule

FRIDAY, JUNE 25: Opening Ceremonies, Movie in Van Buren Park - VBT Family Night, Food Trucks, LIVE music, Kick-Off Party + o.k Fun Run in Downtown Belleville

SATURDAY, JUNE 26: Fishing Tournament, Artisan Market (juried), Food Trucks, Live Music on Two Stages, 5K Community Run, Kayak Scavenger Hunt, Dragon Boat Practice, Vintage Car Show, Kidzone, Waterskiing Exhibition, Gong Show, Belleville Bass Unveiling, BYC Evening Boat Parade & Lakeside Fireworks in Van Buren Park by VBT

SUNDAY, JUNE 27: Dragon Boat Races, Live Music on Two Stages, Artisan Market, Food Trucks, Kayak Scavenger Hunt, Kidzone, Vintage Car Show, Closing Ceremonies

“The LakeFest, like the Harvest Fest and Winter Fest before it, has the real potential to be a wonderful, family friendly, community building event.”
-Deb Green, President, Rotary Club of Belleville

Text BLFEST to 72727 for more info

BELLEVILLE LAKE FEST • JUNE 25-27 2021
BELLEVILLELAKEFEST.COM

“The festival is going to provide us with our first taste of “normal” in a very long time and I can’t wait!”
-Angelica Renaud, Owner, A Design Line

Promotion Plan

- Promotion of the festival kicks off 90-days prior to the event
- Full Page 4-color print advertisement (2-page spread) in the May edition of the Van Buren Today, 1-page in May and June editions of the Belleville Beat, and 1-page in 3rd Week of June edition of the Belleville Independent
- Digital Media (Facebook, Instagram) will get 2-3 post per week in April, 4-6 in May, and 9-12 in June
- Festival and sponsors will be promoted in each Newsletter from April thru the Festival

Lake Fest Sponsorship Packages (signature activities)

Sponsorship Level	Amount	Available	Included
Presenting Sponsor	\$15,000	3	Name of business / logo on all promotions, digital and print all activities, mini events. Link to website on all digital ads.
Dragon Boat Village Naming Rights	\$10,000	1	Horizon Park to be named "Your Business Dragon Boat Village" for the full day event. Includes a 10' x 20' "your business" hospitality tent where you can promote your business to the 21 teams, families, and spectators.
Dragon Boat Team	\$2,500	21	Sponsor any team you choose, and your business will be promoted. Ideas for teams; High School sports teams, band, police & fire units from townships / cities, churches, nonprofit groups.
Stage Sponsor Naming Rights	\$7,500	1	Naming rights to the 4 th Street Stage for all the Live Entertainment over the 3 day event.
Entertainment Sponsor	\$1,500	10	Sponsor one of the live bands, the schedule shows approximately 10 shows (not including the Opening and Closing Bands).
Kid Zone Naming Rights	\$5,000	1	Have the Kid Zone named after your business for the weekend (full day activities on Saturday).
Artisan Market Naming Rights	\$5,000	1	Juried Crafts show, named after your business ... up to 100 crafters, and thousands of spectators.
Run, Walk Pub Crawl Trophy Sponsor	\$2,500	1	Our first annual 0.1K will have every participant will receive a Lanyard with your name on it, and our fun Run, Walk, Pub Crawl Trophy!
Opening Closing Bands	\$5,000	2	There is a large opening and closing act, those will have special recognition.

Winter Fest 2022

The next slide will show
tentative sponsorships, as the
activities have yet to be finalized



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Winter Fest Sponsorship Packages (signature activities)

SPONSORSHIP OPPORTUNITIES	AMOUNT	DESCRIPTION	TYPE
PARADE SPONSOR (3 AT \$5,000 EACH)	\$15,000	SPONSOR THE LIGHTED PARADE, AND YOUR NAME WILL BE ALL OVER THE MEDIA AND ADVERTISING. OUR LIGHTED PARADE IS WITNESSED BY THOUSANDS.	PRESENTING
FIREWORKS (4 AT \$2,500 EACH)	\$10,000	OUR SHOW HAS BEEN A HIT FOR YEARS, AND THIS YEAR YOU CAN BE THE SOLE SPONSOR, OR TEAM UP WITH 3 OTHERS (\$2,500 EA). FIREWORKS WILL BE SHOT OFF IMMEDIATELY AFTER THE PARADE (OR 7:15PM) WHICHEVER COMES FIRST!	PRESENTING
SATURDAY NIGHT BAND (2 CAN SPLIT)	\$5,000	LIVE MUSIC UNDER THE TENT FROM 9-11PM	ACTIVITY
ACTIVITY TENT (2 CAN SPLIT INVESTMENT)	\$7,500	THE OVERALL TENT CAN BE SPONSORED BY ONE BUSINESS, AND ALL ACTIVITIES THROUGHOUT THE WEEKEND WILL BE NOTED UNDER THE ABC COMPANY ACTIVITY TENT ON 4TH STREET SQUARE. WE CAN SPLIT THIS INVESTMENT INTO 2 NON COMPETING COMPANIES	PRESENTING
ICE RINK (2 CAN SPLIT)	\$12,500	YOUR NAME WILL BE FOREVER ASSOCIATED WITH THE 30X40 SYNTHETIC ICE RINK ON 4TH STREET PLACE. YOUR LOGO WILL BE SEEN FROM MAIN STREET ON A 3 X 15 BANNER	PRESENTING
SNOW MAZE (40X50 FOOT)	\$10,000	BE THE PRESENTING SPONSOR OF THE SNOW GLOBE! YOUR BANNER WILL STRETCH ACROSS THE GLOBE, AND BE PRESENT IN EVERY ONE OF THE HUNDREDS OF SELFIES THAT WILL BE TAKEN. THIS EVENT WILL BE PLACED EITHER ON 4TH STREET PLACE OR MAIN STREET	ACTIVITY
CHRISTMAS TREE - BOUNCE HOUSE	\$2,500	THIS NEWEST OF ATTRACTIONS WILL BE PLACED ON MAIN STREET, AND YOUR LOGO WILL BE A 3 X 15 FOOT LONG BANNER ATTACHED TO THE EITHER ONE OF THE SIDES, OR FRONT ... 1ST COME FIRST SERE ON WHERE YOUR LOGO IS PLACED	ACTIVITY
SIGNATURE SPONSOR	\$2,500	GENERAL SPONSORSHIP OF THE EVENT WILL BE NOTED ON SOCIAL MEDIA AND PRINT 8 3X3 BANNERS WILL BE LOCATED THROUGHOUT THE FESTIVAL AREA AND PARADE ROUTE	GENERAL
BREAKFAST WITH SANTA	\$1,500	WOULD YOU LIKE TO SPONSOR BREAKFAST WITH SANTA? THE VAST AMOUNT OF THE PROCEEDS WILL GO DIRECTLY TO A NON PROFIT ORGANIZATION, PUTTING ON A PANKCAKE BREAKFAST.	ACTIVITY
LADIES NIGHT OUT / POP UP SHOPS	\$1,500	SPONSOR THE ACTIVITY UNDER THE TENT FOR LADIES NIGHT OUT!	ACTIVITY
CHRISTMAS MARKET ON MAIN	\$1,500	SPONSOR OUR FIRST EVER OPEN AIR CHRISTMAS MARKET ON MAIN STREET	ACTIVITY
JINGLE BELL RUN	\$1,500	SPONSOR THE 5K JINGLE BELL RUN, YOUR DONATION WILL HELP FUND THE RUN AND THE MAJORITY OF THE AMOUNT WILL GO TO THE VAN BUREN EDUCATION FOUNDATION	ACTIVITY

Contact Us

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Bacc2work.org

