

CITY OF NORTON SHORES PARKS & RECREATION DEPARTMENT
ARTS & DRAFTS - SPONSORSHIPS - 2024

The City of Norton Shores is offering the opportunity to sponsor a portion of our annual Arts & Drafts Festival. Arts & Drafts takes place at Ross Park annually on the 3rd Saturday of August. This event is Norton Shores' biggest single event. Building on an art fair tradition of nearly 40 years, Arts & Drafts was created in 2013, expanding the event to include a 5k run, a children's activity area, and a beverage tent with live music and food concessions. New this year will be a ski show just off the Ross Park beach! Last year we had an attendance of over 8,500!

A variety of sponsorship levels are offered, each of which entitles your company to a particular level of advertising:

\$1,000 - \$1,500, General Event Sponsor — a general sponsorship amount will entitle you to have your business name on our large co-sponsors banner displayed around the music venue.

\$2,000 and up, Specific Event Sponsor — underwriting a specific portion of the event (ex.: one or more of our live bands, the children's activity area, or a new event you would like to suggest) would entitle your company to a 5' x 8' banner displayed at the site as well as your logo being featured on our 11" x 14" advertising posters as the sponsor of that event. Contact the Parks & Recreation Dept. for available options and prices. We are open to working with these sponsors best represent their brands during our event!

Note that you need to either provide us a digital version of your logo if you have it available or a hard copy of your logo to be used in making your advertising banner. If you have any questions or need further information, please call the Parks & Recreation office at 231-799-6802.

Please complete the following information and submit to the City of Norton Shores, Parks & Recreation Department, 4814 Henry Street, Norton Shores, MI. 49441:

Company _____

Name of Company Representative _____

_____ Address _____ Phone _____

City _____ State _____ Zip _____

number _____ Second phone number _____

I will provide art work _____ Please have art work done for us _____ City already has my banner _____

Donation amount: \$ _____

Signature of Company Representative

For Official use:
Date Application Accepted _____
Payment Received _____

Don't forget that, as an advertising expense, the cost of your sponsorship is tax deductible!