

CITY OF NORTON SHORES PARKS & RECREATION DEPARTMENT  
ARTS & DRAFTS - SPONSORSHIPS - 2025

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 3<sup>rd</sup> 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!

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

**Specific Event Sponsor (\$2,500.00)** — 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.

**General Event Sponsor (\$500.00 - \$1,000.00)** — a non-specific sponsorship amount will entitle you to have your business name on our large co-sponsors banner displayed at the music venue.

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 \_\_\_\_\_

Level of sponsorship: \_\_\_\_\_ Donation amount: \$ \_\_\_\_\_

Sponsored event (if applicable): \_\_\_\_\_

\_\_\_\_\_

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!