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Thorny Apple

Craftsman & Art Fair

JUNE 24-26TH

2016 SPONSORSHIP OPPORTUNITIES



Thorny Apple

Craftsman & Art Fair

7 EVENTS in 1 LOCATION

Detailed List of Events During the Fair

(subject to change)

EVENT	DATE	TIME
Craftsman & Art Fair	June 24 th , 25 th , 26 th	8am – 5pm
\$1,000 Community Scavenger Hunt	June 24 th , 25 th , 26 th	8am – 5pm
FREE Family & Sweetheart Pictures	June 24 th , 25 th , 26 th	8am – 5pm
Bikers For Books	June 24 th	1pm
Red, White & Blue 5K Run/Walk	June 25 th	8am – 3pm
FFA Labor Auction	June 25 th	2pm
Sunday Morning Worship	June 26 th	10:30am



Thorny Apple

Craftsman & Art Fair

Thorny Apple is Michigan's Premier Craftsman & Art Fair located on over 300 acres within Historic Charlton Park. Professionals from across the country will gather for one weekend to display and sell their one of a kind work. Our event has something for friends and families of all ages. Bring your Mother, Sister, Husband, Wife, Grandma, Grandpa, Kids and Best Friends for an event unlike any other located in the heart of Michigan.

Historic Charlton Park
2545 S. Charlton Park Rd
Hastings, MI 49058

June 24th-26th, 2016
FREE TO THE PUBLIC

OUR MISSION:

Create an environment that promotes small business, communities and family togetherness while bringing awareness to multiple organizations that benefit members of our community! G3



Thorny Apple Craftsman & Art Fair

Sponsorship Opportunity & Cost

- **\$5,000**

MAIN ENTRY BANNER

"Thorny Apple Craftsman & Art Fair" (sponsored by **YOUR COMPANY NAME**)

Program/map recognition

Additional signage inside Historic Park

Mentioned in social media and website as a sponsoring partner with link to your business.

- **\$3,500**

EXPO BARN – logo on banner

Program/map recognition

Additional signage inside Historic Park

Mentioned in social media and website as a sponsoring partner with link to your business.

- **\$1,000**

TRANSPORTATION WAGONS - logo on banner

Program/map recognition

Additional signage inside Historic Park

Mentioned in social media and website as a sponsoring partner with link to your business.



Thorny Apple

Craftsman & Art Fair

- **\$100** PER SPACE PER DAY(6 SPACES PER DAY)

PARKING PASSES - Passed out to every vehicle per entry.

Should include a DISCOUNT to encourage foot traffic into your location

Mentioned in social media and website as a sponsoring partner with link to your business.

**\$250 PER SPACE FOR ALL 3 DAYS

ADDITIONAL EVENT SPONSORSHIPS

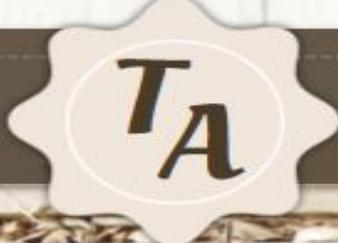
Platinum - \$1,000

Gold - \$750

Silver - \$500

Bronze - \$250

Name on banner and signage along with social media exposure and a link to your business.



Thorny Apple Craftsman & Art Fair

How Will We Market?

- Crafter and Sponsor info, images, and videos on website, blog and social media.
- Constant press coverage before/during/after event. Including announcements 5 times per day.
- Publicity starting in March and continuing throughout the Fair.
- Craft Fair information in all major tourism calendars, State Visitor Bureaus and more.
- We work with our sponsors to maximize investment and highlight sponsorship/products.

Benefits:

- Exposure to THOUSANDS of Fair visitors (your potential customers)
- Participation in pre, during and post press publicity
- Logo on signage in prime locations
- Sponsor recognition on the Thorny Apple Craftsman & Art Fair website
- Publicity through all Thorny Apple's social media outlets.
- Booth space as available



Thorny Apple

Craftsman & Art Fair

What's Next?

- **TALK TO US ABOUT:**
 - Your marketing goals and how we can customize your sponsorship.
 - How you want to measure value.
 - What we can do to enhance your experience during the Thorny Apple Craftsman & Art Fair?
- All sponsorships will be filled by **May 15th** so don't delay!

**Please contact us by calling 269-908-3086 or
emailing info@thornyapple.com**

**We thank you for your interest!
We are look forward a GREAT 2016 season!!**

THORNY APPLE CRAFTSMAN & ART FAIR

SPONSORSHIP FORM

COMPANY NAME: _____ PRIMARY CONTACT: _____

ADDRESS: _____ CITY: _____ ST: _____ ZIP: _____

PHONE: _____ EMAIL: _____

TYPE OF SPONSORSHIPS:

- _____ \$5,000 Main Entry Banner
- _____ \$3,500 Expo Barn Banner
- _____ \$1,000 Transportation Wagon Banner
- _____ \$ 250 Parking Pass (1 space for 3 days)
- _____ \$ 100 Parking Pass (1 space for 3 days)

EVENT	PLATINUM \$1,000	GOLD \$750	SILVER \$500	BRONZE \$250
Bikers For Books				
Red/White/Blue Veterans 5K Run/Walk				
FFA Labor Auction				
Sunday Morning Worship				
Vendor Appreciation Dinner				
Free Family & Sweetheart Pictures				

FORM OF PAYMENT: _____CK _____CC

CC NUMBER: _____ EXP DATE: _____ SECURITY CODE: _____

NAME ON CARD: _____

BILLING ADDRESS: _____ CITY: _____ ST: _____ ZIP: _____

COMMENTS: _____

