

2026
M·I·N·T F·E·S·T·I·V·A·L
THE ONE WHERE WE MOVED DOWNTOWN

The St. Johns Mint Festival brings 20,000–40,000 attendees into a concentrated downtown environment, creating one of the highest-impact marketing opportunities in Mid-Michigan.

- **Main Festival Sponsor \$10,000 (1 available)**
 - Enhanced Sponsor Benefits
 - ONLY your Logo on festival banner hanging across Clinton Ave
 - Festival presented as: “*St. Johns Mint Festival presented by [Your Business]*” across digital and marketing platforms
 - Featured sponsor spotlight on MintFest.org and inclusion in festival email marketing
 - First right of refusal for 2027 Main Festival Sponsorship
 - Opportunity to be featured as a presenting sponsor at the entertainment activity of your choosing (Main Stage, Sober Party, Car Show, etc)
 - Prime sponsor mentions at the main stage throughout the weekend
 - WLNS TV advertising opportunities
 - Logo on WLNS main festival commercials
 - Opportunity to be featured on the “Look Live” tv interviews
 - 80 of your business commercial spots in a combination of :30s and :15s spots to be aired in the month of July
 - 40 WLAJ/ELAJ of your business commercial spots in combination of :30s and :15s to be aired in the month of July
 - Your logo on both the volunteer shirts and the sports shirts
 - Priority placement for your vendor booth in high-traffic areas
 - Your logo on select Mint Fest digital billboard ads
 - General Benefits
 - Your banner to hang at the Main Stage
 - Your logo on www.mintfest.org
 - Premium placement of your logo on the main festival banners

- Dedicated social media sponsor spotlight post
 - **Gold Sponsor \$5,000**
 - Enhanced Sponsor Benefits
 - Opportunity to be featured as a presenting sponsor at the entertainment activity of your choosing (Main Stage, Sober Party, Car Show, etc)
 - Prime sponsor mentions at the main stage throughout the weekend
 - Category exclusivity (only business of your industry represented at this level)
 - WLNS TV advertising opportunities
 - Logo on WLNS main festival commercials
 - Opportunity to be featured on the “Look Live” tv interviews
 - 20 of your business commercial spots in a combination of :30s and :15s spots to be aired in the month of July
 - 20 WLAJ/ELAJ of your business commercial spots in combination of :30s and :15s to be aired in the month of July
 - Logo on sports shirts (3on3 and tennis)
 - Priority placement for your vendor booth in high-traffic areas
 - Your logo on select Mint Fest digital billboard ads
 - General Benefits
 - Your banner to hang at the Main Stage
 - Your logo on www.mintfest.org
 - Premium placement of your logo on the main festival banners
 - Dedicated social media sponsor spotlight post
- **Silver Sponsor \$3,500**
 - Enhanced Sponsor Benefits
 - Sponsor mentions at the main stage between sets throughout the weekend
 - WLNS TV advertising opportunities
 - Logo on WLNS main festival commercials
 - Opportunity to be featured on the “Look Live” tv interviews
 - Logo on sports shirts (3on3 and tennis)
 - Ability to place an info booth in the vendors area
 - Your logo on select Mint Fest digital billboard ads
 - General Benefits
 - Your banner to hang in an entertainment zone of your choice (Sober Party, Retro Arcade, Car Show or Craft Show you supply the banner)
 - Your logo on www.mintfest.org
 - Premium placement of your logo on the main festival banners
 - Dedicated social media sponsor spotlight post
- **Bronze Sponsor \$2,500**
 - Enhanced Sponsor Benefits
 - WLNS TV advertising opportunities
 - Logo on WLNS main festival commercials
 - Logo on Volunteer Shirts
 - Ability to place an info booth in the vendors area
 - Your logo on select Mint Fest digital billboard ads
 - General Benefits

- Your banner to hang in an entertainment zone of your choice (Sober Party, Retro Arcade, Car Show or Craft Show you supply the banner)
 - Your logo on www.mintfest.org
 - Premium placement of your logo on the main festival banners
 - Dedicated social media sponsor spotlight post
- **Senior Day Title Sponsor \$1,500**
 - Activity Specific Benefits
 - Senior Day marketing materials with your logo
 - Senior Day digital billboard with your logo
 - 3 Mint Pageant tickets
 - Table at Sr Day activities to promote your business
 - General Benefits
 - Your banner to hang in the Car Show area (sponsor provides banner)
 - Your logo on www.mintfest.org
 - Your business logo on main festival banners
 - Your logo on this activity's marketing materials
 - Shared social media shout out post
- **Patron Sponsor \$1,000**
 - Activity Specific Benefits
 - Your exclusive Logo on signage indicating "Free Parking Courtesy of your business"
 - General Benefits
 - Your banner to hang in the Car Show area (sponsor provides banner)
 - Your logo on www.mintfest.org
 - Your business logo on main festival banners
 - Your logo on this activity's marketing materials
 - Shared social media shout out post
- **Car Show Sponsor \$750**
 - Activity Specific Benefits
 - Your Logo on Car Show T-shirt
 - Your logo on a plaque that is presented to the car of your choice
 - Your logo on the car show digital billboard
 - Sponsor mentions on the downtown speakers throughout the car show
 - General Benefits
 - Your banner to hang in the Car Show area (sponsor provides banner)
 - Your logo on www.mintfest.org
 - Your business name listed on main festival banners
 - Your logo on this activity's marketing materials
 - Shared social media shout out post
- **Sober Party Sponsor \$500**
 - Activity Specific Benefits
 - On-stage mentions by the DJ during the event
 - Ability to set-up an info table in the sober-zone
 - General Benefits

- Your banner to hang in the Sober-Zone at the UAW Hall (sponsor provides banner)
- Your logo on www.mintfest.org
- Your business name listed on main festival banners
- Your logo on this activity's marketing materials
- Shared social media shout out post

2026 Mint Fest Sponsorship

August 7th - 9th 2026

- Main Festival Sponsor (1 available) \$10,000
- Gold Sponsor \$5,000
- Silver Sponsor \$3,500
- Bronze Sponsor \$2,500
- Senior Day Title Sponsor \$1,500
- Patron Sponsor \$1,000
- Car Show Sponsor \$750
- Sober Party Sponsor \$500

Business Name:

Contact Person:

Email Address:

Would you like to be registered for the Mint Festival Parade on Saturday August 8th?

- Yes
- No

Thank you for your continued support of this amazing local festival.

Payments can be made out to St. Johns Area Chamber and mailed to:

St. Johns Area Chamber

P.O Box 61

St. Johns, MI 48879