



2022 St. Johns Mint Festival Sponsorship Opportunities

(sponsors receive first right of refusal for next year)



Premier Sponsor \$5500
Parade Sponsor \$5500

Food Sponsor \$4000

VIP Package:

Premier Sponsor: Complimentary booth space at the main entrance of the festival (by the festival's Information Booth), or located in the Commercial Booth area (sponsors choice). At the entrance provides an exclusive location for you only. (You can choose to give your booth space to a customer/client but only in the Commercial Booth area). Display of five (5) of your Corporate banners provided by you throughout general areas of the festival.

Parade Sponsor: Complimentary booth space in the Commercial Booth area, and opportunity to be at the first entry (after official entries) in the 2022 Mint Festival Parade. You can choose to give your booth space to a customer/client in the Commercial Booth area). Display of five (5) of your Corporate banners provided by you throughout general areas of the festival.

Weekend PA Announcements:

Corporate name in 10 daily PA announcements.

TV Media:

Appearance by a corporate representative in 10-second festival TV commercials & corporate name in 50 TV commercials.

Radio Media:

Corporate name in a minimum of 35 Radio advertisements.

Print Media:

Corporate name/logo on front cover of 5000 brochures. Logo listed on 250 posters, distributed throughout Clinton, Ingham, Ionia, Shiawassee & Gratiot Counties. Signage for you recognizing you as a "Proud Sponsor of the 2022 Festival". Corporate name on media kits sent to 35 radio & TV stations and newspapers. Corporate name on the backs of 500 grounds maps and 500 entertainment schedules distributed during weekend. Name listed on the August and September Chamber Luncheon placemats and in the July/August Chamber email newsletter.

Website:

Corporate name/logo on MF page with link to your website.

Misc:

Four invitations to the Mint Festival Sponsor Reception, eight complimentary tickets to the Mint Pageant, complimentary parade entry and 10 parking passes to the Mint Festival weekend.

VIP Package:

Display of 4 corporate banners provided by you, in general areas. Complimentary booth space in the Commercial Booth area (you can give your space to a customer/client). Corporate name mentioned in a minimum of 5 daily PA announcements during festival.

TV Media:

Opportunity for corporation to participate in one Mint Festival "Look Live" commercial that will run Thursday through Saturday of the Festival.

Radio Media:

Name mention in a minimum of 35 Mint Festival Radio advertisements.

Print Media:

Corporate name/logo on the back cover of 5000 brochures. Corporate logo on 250 festival posters. Signage for your business recognizing you as a "Proud Sponsor of the 2022 Festival". Your corporate name on the media kits sent to 35 radio & TV stations and newspapers. Corporate name on the backs of 500 grounds maps and 500 entertainment schedules. Corporate name on the August and September Chamber Luncheon placemats and in the July/August Chamber email newsletter.

Website:

Corporate name/logo on MF sponsor page with a link to your website.

Misc:

Four complimentary tickets to the Mint Pageant, complimentary parade entry and 2 parking passes.

Golf Cart Sponsor, 1 available at \$3500

VIP Package:

Display of business name on 25 Golf Carts utilized during the weekend. Display of a banner in a general area of the festival. Complimentary booth space in the Commercial Booth area.

Print Media:

Corporate name on 250 festival posters and on the back cover of 5000 brochures. Signage recognizing you as a "Proud Sponsor of the 2022 Festival". Corporate name on 35 media kits sent to radio, TV and papers, on the backs of 500 grounds maps and 500 entertainment schedules, name listed on the August and September Chamber Luncheon placemats and in the July/August Chamber email newsletter.

Website:

Corporate name/logo on MF sponsor page with a link to your website.

Misc:

Three complimentary tickets to the Mint Pageant, free parade entry & 2 parking passes.

Souvenir or Pageant, \$2500 each

VIP Package:

Display of your corporate banner by the Souvenir Booth or at the High School (Tuesday-Pageant) and in a general area of the festival (Fri-Sun). Complimentary booth space in the Commercial area.

Print Media:

Logo on 250 festival posters. Signage recognizing you as a "Proud Sponsor of the 2022 Festival". Corporate name on 35 media kits sent to radio, TV & papers, on the backs of 500 grounds maps & 500 entertainment schedules, listed Aug and Sep Chamber Luncheon placemats and in the July/August Chamber email newsletter.

Website:

Corporate name/logo on MF sponsor page with a link to your website.

Misc:

Two complimentary tickets to the Mint Pageant, free parade entry & 2 parking passes.

Kids World Sponsor \$2,500

VIP Package:

Display of your corporate banner at performance location throughout the park with one (1) additional banner displayed in a general area of the festival and complimentary booth space in Commercial Booth area.

Print Media:

Corporate logo on 250 festival posters. Signage recognizing you as a "Proud Sponsor of the 2022 Festival". Your corporate name on media kits sent to 20 radio & TV stations. Corporate name on the backs of 500 grounds maps and 500 entertainment schedules. Corporate name on the August and September Chamber Luncheon placemats and in the July/August Chamber email newsletter.

Website:

Corporate name/logo on MF sponsor page with a link to your website.

Misc:

Two tickets to the Mint Pageant, free parade entry and 2 parking passes.

Park Entertainment Sponsor without booth or Sports Tournament Sponsor each available for \$1500 each

VIP Package:

Display of your banner at one of the events mentioned as available or in general area of the festival .

Print Media:

Signage for your business recognizing you as a "Proud Sponsor of the 2022 Festival". Corporate name on 20 media kits sent to radio & TV stations. Corporate name on the backs of 500 grounds maps. Corporate name on the August and September Chamber Luncheon placemats and in the July/August Chamber email newsletter.

Website:

Corporate name/logo on the Mint Festival sponsor page.

Misc:

Two tickets to the Mint Pageant, free parade entry & 2 parking passes.

Banner Sponsor, \$600

VIP Package:

Display of your banner in general area of the festival .

Print Media:

Signage for your business recognizing you as a "Proud Sponsor of the 2022 Festival". Corporate name on the backs of 500 grounds maps. Corporate name on the August and September Chamber Luncheon placemats and in the July/August Chamber email newsletter.

Website:

Corporate name on the Mint Festival sponsor page.

Misc:

One ticket to the Mint Pageant, complimentary parade entry and 1 parking pass.

Festival Fan, \$250 - \$499

Print Media:

Signage recognizing you as a "Proud Sponsor of the 2022 Festival". Corporate name on the backs of 500 grounds maps. Corporate name on the August and September Chamber Luncheon placemats and in the July/August Chamber email newsletter.

Misc:

One ticket to the pageant and 1 parking pass.

Festival Friend, \$100 - \$249

Signage for your business recognizing you as a "Proud Sponsor of the 2021". Corporate name on the August or September Chamber Luncheon placemats and in the July/August Chamber email newsletter.

Misc:

One parking pass

Festival Contributor, Under \$100

Signage for your business recognizing you as a "Proud Sponsor of the 2022 Festival". Corporate name on the August or September Chamber Luncheon placemats and in the July/August Chamber email newsletter.

St. Johns Mint Festival, an event of the
St. Johns Area Chamber of Commerce
PO Box 61, St. Johns MI 48879
Email: sponsorship@mintfest.org
Web: www.mintfest.org

Return your sponsorship with the enclosed Sponsor Return Form!
Online payments at:
Mintfest.org