



14975 21 Mile Road Shelby Township, MI 48315

P | 586-731-0300 E | shelbyprm@shelbytwp.org W | www.shelbyartfair.org

Dear Prospective Sponsor:

The Shelby Township Art Fair Committee is seeking local, regional, and national businesses and organizations to sponsor its 37th Annual Art Fair to be held on August 8 & 9, 2020. In return for your support we are offering a variety of marketing opportunities to fit almost any budget. This event, which is co-hosted by Shelby Township and the Art Fair Committee and the Shelby Township Parks and Recreation Department, provides a great experience for over 15,000 visitors who come from near and far each year to enjoy the weekend's festivities. This includes over 100 artists and artisans, crafters, and a Michigan made market vendors. There is also tasty food, musical entertainment, a kid's craft and activity area, and more.

We're excited to announce that this year the fair will be held in the beautiful River Bends Park located at 5700 22 Mile Road, just west of Shelby Road. This new location provides a larger area for exhibitors and entertainment, nearly double the parking in the lot at the park, and convenient free shuttle buses. This lovely park with plenty of mature trees, flat grassy areas, and three pavilions has been a favorite place to hold special events for years.

Support from sponsors allows the committee and the Parks and Recreation Department to continue to host this great family friendly event. Options include Event Partner, Entertainment Sponsor, Shuttle Bus Sponsor, Promotional Sponsor, and more. Details about the options offered can be found on the enclosed informational sheet and by visiting the fair's website at www.shelbyartfair.org. Please take a moment to look it over to see how you can support this popular community event and market your business at the same time. For your convenience a sponsor agreement form is also enclosed.

I would be happy to answer questions regarding the Shelby Township Art Fair and discuss options for your business to support the event. Please email me at marshallp@shelbytwp.org or phone me at 586-731-0300.

Best regards,

A handwritten signature in blue ink that reads "Pamela M Marshall".

Pamela M Marshall
Shelby Township Art Fair Committee Secretary
Shelby Township Parks and Recreation Department

/pmm

cc: file



2020 Sponsor Levels and Benefits

| | Event Partner \$5,000+ | Entertainment Sponsor \$1,000 | Shuttle Bus Sponsor \$850 | Local Business Sponsor \$500 | Award Sponsor \$250 | Promotional Sponsor \$200/\$350 | Friend of the Art Fair \$100-\$250 |
|--|---------------------------|----------------------------------|------------------------------|---------------------------------|------------------------|--|---------------------------------------|
| Name and/or logo on promotional materials | ● | ● | ● | ● | ● | | |
| Link to Sponsor on Shelby Township Art Fair website | ● | ● | ● | ● | | | |
| Social media advertising, email blasts and press releases | ● | ● | ● | ● | ● | | |
| Requested mention on TV and radio PSA's | ● | ● | ● | | | | |
| Posting on on-line and printed events calendars | ● | ● | ● | ● | | | |
| Entertainment includes – Music, Bounce House, Kid's Crafts, Other | | ● | | | | | |
| Sponsor provided banner placed at the Art Fair | ● | ● | | | | | |
| Sponsor Signs placed on Shuttle Buses prior to and during the fair | | | ● | | | | |
| Assigned booth space (15' x 15') at the Art Fair if requested | ● | ● | | | | | |
| Sponsor provided items placed in tote bags distributed at event, logo on bag | ● | ● | ● | | | \$200 insert add \$150 to include logo on bags | |
| Interview opportunity on Shelby TV station | ● | | | | | | |
| Listing in Shelby Township Art Fair Guide | ● | ● | ● | ● | ● | ● | ● |



10:00 am to 5:00 pm Saturday, August 8 | 11:00 am to 5:00 pm Sunday, August 9
Held at River Bends Park 5700 22 Mile Road, west of Shelby Road

2020 Sponsor Contribution Agreement

To be completed and submitted by the business or organization representative

Please print clearly and return by May 1

Mail to: Shelby Township Art Fair 14975 21 Mile Road, Shelby Township, MI 48315
Email to: shelbyprm@shelbytwp.org

Business or Organization Name _____
Contact Person _____
Daytime Phone _____ Alternate Phone _____
E-mail Address _____ Website _____
Mailing Address _____
City _____ Zip Code _____

I would like to support the Shelby Township Art Fair in the following manner:

____ Event Partner (\$5,000+) ____ Entertainment Sponsor (\$1,000)
____ Shuttle Bus Sponsor (\$850) ____ Local Business Sponsor (\$500)
____ Award Sponsor (\$250) ____ Promotional Sponsor (\$200/\$350)
____ Friend of the Shelby Township Art Fair (\$100-\$250)

____ My payment of \$_____ is enclosed
____ Please charge the following amount to my Visa or MasterCard: \$ _____
CC # _____ Expiration Date: _____
____ Please send me an invoice for \$_____

____ When available, I would like to receive _____ copies of the promotional flier for the Shelby Township Art Fair to distribute

____ Please e-mail me an electronic copy of the promotional flier to distribute and/or post on my website or social media page

Signature of Representative

Today's Date