

TASTE OF *Muskegon* Great Food ♦ Great Fun



Dear Potential *Taste of Muskegon* Sponsor,

Muskegon Main Street and **United Way of the Lakeshore** are partnering to present the fourth annual **Taste of Muskegon**, scheduled for June 19 and 20, 2010.



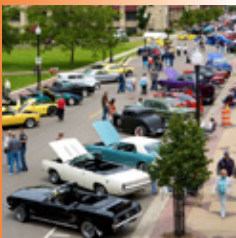
In just four years, the **Taste of Muskegon** has grown into an anticipated attraction on the Muskegon summer festival schedule. Last year, the Taste had over 20,000 visitors, who purchased more than 80,000 food tickets. We plan to continue this growth trend with our 2010 event.



This year, **Taste of Muskegon** will again feature the **Food Expo Stage** and Michigan beer and wine tasting in the **Taste Garden**. In addition, the popular **Main Street Car Show** will be back for its eighth year. We hope to expand on the popular kids area, giving our smallest visitors a place of their own to have some fun. This event is not possible without the help of our sponsors. As a sponsor, your business could be making more than 1,000,000 impressions on the Muskegon community leading up to and on the days of the event.



Both partner organizations are registered 501(c)3 organizations. Muskegon Main Street is focused on revitalizing Muskegon's downtown business district and United Way of the Lakeshore's mission is to unite the diverse elements of the community for the delivery of human services through assessing community needs, raising funds, allocating resources and encouraging volunteerism.



By participating as a sponsor you will be making this event possible while supporting these two fine organizations. A copy of our sponsorship levels and inclusion of benefits can be found on pages 2 and 3 of this document. Please complete and return the sponsorship form to become a sponsor.



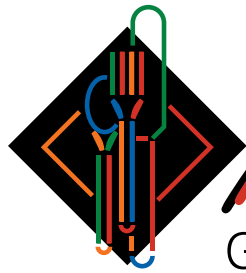
Thank you for your consideration,

Dan Rinsema-Sybenga

Dan Rinsema-Sybenga
Muskegon Main Street

drinsema-sybenga@muskegon.org





TASTE OF Muskegon

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Are you interested in becoming a sponsor for one of the hottest events held in downtown Muskegon? Just check the appropriate sponsorship level on page 3 and fill out the necessary information. **Multi-year sponsors are also welcome and could result in a discount.**

Title Sponsor — \$2000

1 position available

- Taste of Muskegon presented by (your company name here)
- Logo placement on kiosks throughout event
- Featured in radio spots and in announcements on live radio feeds
- Featured in announcements from stage
- Logo/link placement on home page of Taste of Muskegon web site; promotion through Taste of Muskegon social media outlets
- Two 10' x 10' booth spaces to promote business/organization, including product display (tent is not provided, electricity is available)
- Name placed on volunteer shirts
- Logo placed on all advertising, flyers and promotional materials
- Invitation to be an official Taste of Muskegon judge
- Participation in awards ceremony, including a short speech

Restaurant Row Sponsor — \$1500

1 position available

- One 10' x 10' booth space to promote business/organization, including product display (tent is not provided, electricity is available)
- Logo placement on kiosks throughout event
- Logo/link placement on home page of Taste of Muskegon web site; promotion through Taste of Muskegon social media outlets
- Featured in announcements from stage
- Featured in radio spots/live remote on day(s) of event
- Banners on fencing — sponsor must provide banners
- Logo placed on all advertising, flyers and promotional materials
- Name placed on volunteer shirts
- Invitation to be an official Taste of Muskegon judge
- Acknowledgement at Awards Ceremony

The Taste Garden Sponsor — \$1500

1 position available

- Logo/link placement on home page of Taste of Muskegon web site; promotion through Taste of Muskegon social media outlets
- Featured in announcements from stage
- Banners on fencing—sponsor must provide banners
- Banners at entrance to The Taste Garden
- 10' x 10' booth space (tent is not provided, electricity is available)
- Name placed on volunteer shirts

Food Expo Stage Sponsor — \$1000

1 position available

- Banner at Food Expo stage
- Logo/link placement on home page of Taste of Muskegon web site; promotion through Taste of Muskegon social media outlets
- Featured in announcements from stage
- Featured in radio spots
- Banners on fencing — sponsor must provide banners
- Logo placed on all advertising, flyers and promotional materials
- Name placed on volunteer shirts
- Invitation to be an official Taste of Muskegon judge
- Acknowledgement at Awards Ceremony

Car Show Sponsor — \$1000

1 position available

- Logo/link placement on home page of Taste of Muskegon web site
- Banners hung at Car Show registration table—sponsor must provide banners
- One 10' x 10' booth space in Car Show area, during Car Show hours, to promote business/organization, including display (tent is not provided, electricity is not guaranteed)
- Name placed on volunteer shirts

Sponsorship Opportunities



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Vendor Sponsor — \$750

3 positions available

- One 10' x 10' booth space to promote business/organization, including product display (tent is not provided, electricity is not guaranteed)
- All products/services advertised must be approved by the Taste of Muskegon committee

Car Show Vendor Sponsor — \$300

- One 10' x 10' booth space to promote/sell products (tent is not provided, electricity is not guaranteed) in the car show area and during the hours of the car show (9am-3pm on Sunday, June 20)

Banner Sponsor — \$150

- Banners on fencing — sponsor must provide banners

Yes, we're excited to support the **Taste of Muskegon** with the following sponsorship:

- | | |
|---|---|
| <input type="checkbox"/> Title Sponsor \$2000 | <input type="checkbox"/> Car Show Sponsor \$1000 |
| <input type="checkbox"/> Restaurant Row Sponsor \$1500 | <input type="checkbox"/> Vendor Sponsor \$750 |
| <input type="checkbox"/> The Taste Garden Sponsor \$1500 | <input type="checkbox"/> Car Show Vendor Sponsor \$300 |
| <input type="checkbox"/> Food Expo Stage Sponsor \$1000 | <input type="checkbox"/> Banner Sponsor \$150 |

Company: _____

Contact: _____ Telephone: _____

Address: _____

City: _____ State: _____ Zip: _____

Fax: _____ E-mail: _____

Cell Phone (Optional): _____ Web site: _____

Applications **must be received by April 15, 2010** and are on a first come, first served basis. Please fax your application to (231) 728-7251, email to drinsema-sybenga@muskegon.org or mail to:

Muskegon Main Street
Attn: Taste of Muskegon
380 W. Western Ave., Ste 202
Muskegon, MI, 49440

Please make all checks payable to Muskegon Main Street