



Bay Days
Ashland, Wisconsin



Sponsorship Opportunities

All sponsorships are cash or qualified in-kind donations, and the following levels are available:

Bay Days July 13-15, 2012 - Bayview Park
WhistleStop October 12-13, 2012



Title Sponsorships—Bay Days Only

\$5,000 - We are looking for a Title Sponsor for the Bay Days Festival. Bay Days is a hometown festival which attracts approximately 5,000 attendees. Most attendees are residents of the Chequamegon Bay. The Title Sponsorship is an excellent match for a business looking to attract area residents and businesses. Title Sponsorships are negotiable and can be in both cash and in-kind. Title Sponsors receive great benefits including:

- Sponsored event is renamed to include sponsor name (I. E. Midwest Living Bay Days '12)
- Title sponsor placement of logo on all sponsored event graphical and print media - newspapers, magazines, posters, race registration forms, volunteer shirts and web site. The only logo on racers shirts.
- Participating sponsorship package on all non-sponsored events
- Voice identification as title sponsor on all TV and radio spots
- Hyperlink to sponsor web site
- Exclusivity agreement on product or service
- Title sponsor banner placement (up to 10' x 3') at sponsored event/s; opportunity for hanging additional banners in outdoor festival areas and in festival tent; banners provided by sponsor
- Listing in local or major sponsors thank you advertising
- Banners at start/finish of race events (Fun Run and Chequamegon Bay Sprint)
- Preferred provider designation for goods and services needed for festivals
- Promotional tie-in opportunities to be negotiated

Presenting Sponsorships

\$2,500 - Bay Days & WhistleStop Festivals

- Identified as presenting sponsor of each sponsored event (i.e. Bay Days '12 presented by Midwest Living)
- Presenting sponsor placement of logo on all sponsored event graphical and print media - newspapers, magazines, posters, race registration forms (marathon, half-marathon), web sites, volunteer shirts, and WhistleStop event guide.
- Participating sponsorship package on all non-sponsored events
- Complimentary advertisement in WhistleStop event guide.
- Hyperlink to sponsor web site
- Exclusivity agreement on product or service unless superseded by higher level sponsorship; otherwise granted on first come, first served basis
- Presenting sponsor banner placement (up to 10' x 3') in sponsored event/s; opportunity for hanging additional banners in arts & crafts area and in festival tent; banners provided by sponsor
- Listing in local or major sponsors thank you advertising
- Insert promotional items in WhistleStop racer bib packets
- Preferred provider designation for goods and services
- Promotional tie-in opportunities to be negotiated

Participating Sponsorships

\$1,500 - Bay Days and WhistleStop Festival and WhistleStop Marathon/Half-Marathon

- Identified as participating sponsor of both events
- Participating sponsor placement of logo on all graphical and print media - newspapers, magazines, posters, race registration forms (marathon, half-marathon), web sites, volunteer shirts, WhistleStop event guide
- Advertisement in WhistleStop event guide
- Hyperlink to sponsor web site
- Participating sponsor banner placement (up to 10' x 3'); opportunity for hanging banners in arts & crafts area and in festival tent; banners provided by sponsor
- Listing in local or major sponsors thank you advertising
- Insert promotional items in WhistleStop racer bib packets
- Preferred provider designation for goods and services needed for festivals

**Sponsors over \$1,000 receive logo placement on
Bay Days Volunteer Shirts and WhistleStop Volunteer Shirts.**

Supporting Sponsorships

\$750 - Bay Days and WhistleStop Festival and WhistleStop Marathon/Half-Marathon

- Logo placement on posters, web sites, WhistleStop event guide
- Hyperlink to sponsor web site
- Banner placement (up to 3' x 5') in festival area; banners provided by sponsor
- Listing in local sponsors thank you advertising
- Preferred provider designation for good and services needed for festivals

\$250 to 500 - Bay Days and WhistleStop Festival and WhistleStop Marathon/Half-Marathon

- Hyperlink to sponsor web site
- Banner placement (up to 3' x 5') in festival area; banners provided by sponsor
- Listing in local sponsors thank you advertising
- Listing as contributor on web sites, WhistleStop event guide

\$200 - Bay Days and WhistleStop Festival & Marathon/Half-Marathon

- ♦ Hyperlink to sponsor web site

Sponsorships are also available for only 1 event (Bay Days or WhistleStop).

*If you are interested in sponsoring only one of these fine Events,
please contact the Chamber office at 715-682-2500*

All Sponsorships Are Subject To Approval of Event Steering Committees

**Often a sponsor can contribute in-kind products or services that are of tremendous value to a festival.
If you have such a proposal, please contact us to discuss the details.**

Please note there are different timelines for the above promotions. To assure inclusion in designated promotions, please send your sponsorship **commitment** by March 19, 2012.



For more information contact the Ashland Area Chamber of
Commerce at 715-682-2500



Bay Days
Ashland, Wisconsin

Sponsorship Response Form

Yes, we want to make an investment in the Ashland area while maximizing the profit potential of our business!



Dates are:
Bay Days July 13-15, 2012—Bayview Park
WhistleStop October 12-13, 2012

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Web Site: _____

To assure inclusion in designated promotions, please send your sponsorship **commitment** by March 19, 2012.

Sponsorship Designation (Please Check One)

Title Sponsorship

\$5,000 _____

Presenting Sponsorship

\$2,500 _____

Participating Sponsorship

\$1,500 _____

Sponsors over \$1,000
receive logo placement on
Bay Days Volunteer Shirts and
WhistleStop Volunteer Shirts.

Supporting Sponsorship

\$750 _____

\$250-500 _____
(fill in amount)

\$200 _____

Often a sponsor can contribute in-kind products or services that are of tremendous value to a festival. If you have such a proposal, please contact us to discuss the details.

What Next?

- Complete this form and fax or send to the Ashland Area Chamber of Commerce, 1716 Lake Shore Dr. W., Ashland, WI 54806. Fax : 715-682-9404 email:ashchamb@centurytel.net
- Checks are made payable to the Ashland Area Chamber of Commerce
- Please gather a camera-ready logo, advertising mock-up, and web addresses as appropriate.
- If you have any questions or creative ideas to give your investment the most value to your business, please do not hesitate to call Mary McPhetridge at 715-682-2500 or e-mail her at ashchamb@centurytel.net.



Thank You!