

# Eaton County Expo – Sponsorship Package



## Eaton County Fairgrounds – April 20<sup>th</sup> & 21<sup>st</sup> 2024

### Sponsorship opportunities available for the 2024 Expo

#### **\$5,000+ Premier Platinum Presenting Sponsor (\$4,000 Cash + In-Kind) - 0 AVAILABLE**

- Friday Night Vendor Reception Presenter
- Industry exclusivity
- Prominent placement and size of sponsor's branding on all promotional materials.
- Vendor participation list with full contact information
- Sponsor will host the platform for Friday night Vendor Reception registration/confirmation (creative and content provided by Sponsor)
- Right of first refusal in successive years
- Prominent booth placement in the Exhibition building at the Eaton County Expo.
- Outdoor display area for visual and/or interactive display at the Eaton County Expo.
- Sponsor branding prominently displayed on EatonCountyExpo.com website with hyperlink to the sponsor's website.
- Prominent placement of sponsor's branding on sponsorship banner.
- Company provided banner displayed on the fence along Cochran Ave. at the fairgrounds during the Eaton County Expo.
- Event promotion banner displayed at sponsor's location.

#### **\$3,000 - \$4,999 Platinum Sponsor (\$3,000 Cash + In-Kind) - 1 AVAILABLE**

- Outdoor Vendor area of the Eaton County Expo will be named for your business.
- Indoor Vendor booth and prominent large outdoor display area for visual and/or interactive displays during the Eaton County Expo.
- Right of first refusal in successive years
- Sponsor's branding displayed on EatonCountyExpo.com website with hyperlink to the sponsor's website.
- Booth in the Exhibition building at the Eaton County Expo
- Prominent, large outdoor space for visual and/or interactive display at the Eaton County Expo
- Sponsor's branding on Eaton County Expo Sponsorship Banner and promotional materials.
- Company provided banner displayed on the fence along Cochran Ave. at the fairgrounds during the Eaton County Expo.

#### **\$2,000 - \$2,999 Gold Sponsor (Cash &/or In-Kind Value)**

- Print advertising will include sponsor's branding
- Sponsor's branding displayed on EatonCountyExpo.com website with hyperlink to the sponsor's website.
- Sponsor's branding on Eaton County Expo Sponsorship Banner and promotional materials.
- Company provided banner displayed on the fence along Cochran Ave. at the fairgrounds during the Eaton County Expo.
- Booth in the Exhibition building at the Eaton County Expo
- Outdoor display area for visual and/or interactive display at the Eaton County Expo.

#### **\$2,500 Gold Tent Sponsor (Cash)**

- Outdoor Vendor Tent will be named for your business
- All Gold Sponsor Package Items

## Eaton County Expo – Sponsorship Package

### **\$1,000 - \$1,999 Silver Sponsor (Cash &/or In-Kind Value)**

- Print advertising will include sponsor's branding
- Booth in the Exhibition building at the Eaton County Expo
- Sponsor's branding displayed on EatonCountyExpo.com website with hyperlink to the sponsor's website.

### **\$501 - \$999 Bronze Sponsor (Cash &/or In-Kind Value)**

- Booth in the Exhibition building at the Eaton County Expo
- Sponsor's branding displayed on EatonCountyExpo.com website with hyperlink to the sponsor's website.

### **\$750 Courtesy Shuttle Sponsor – 2 AVAILABLE (Open for In-Kind)**

- Your business will be identified as the sponsor with signage on the Shuttle
- All Bronze Sponsor Package items

### **\$500 Entertainment Sponsor (Cash Value) – 2 AVAILABLE**

- Company provided banner to be displayed at one of two entertainment locations
- DJ area inside the Exhibition Building
- Stage area inside the vendor tent
- Sponsor's name will be displayed on the EatonCountyExpo.com website with hyperlink to the sponsor's website.

### **\$300 Activity Booth Sponsor (Cash Value – In-Kind Option Available) – 5 AVAILABLE**

- Company provided banner to be displayed in the children's activity booth at the Eaton County Expo
- Company provided promotional materials to be given away
- Ability to staff and provide a children's activity at the Eaton County Expo (In-Kind)
- Sponsor's name will be displayed on the EatonCountyExpo.com website with hyperlink to the sponsor's website.

### **\$250 Young Entrepreneur Sponsor (Cash Value)**

- Your sponsorship will provide a booth for a young person that is starting or currently runs a business to have a booth at the Eaton County Expo.
- Your company provided banner will be displayed at the Eaton County Expo.
- Sponsor's name will be displayed on the EatonCountyExpo.com website with hyperlink to the sponsor's website

### **\$100 Making a Mark Sponsor (Cash Value)**

- Your business can create a static display at the Eaton County Expo with promotional materials. Display must be no larger than 4' x 4'

## **Complete page 3 of the Sponsorship Form**

**Submit Form to:** Eaton County Expo  
PO Box 369  
Olivet, MI 49076

**Questions:** Tammey Wine (269) 223-2848  
Courtney Mead (517) 543-0400

**Form is due by February 15, 2024**

## Eaton County Expo – Sponsorship Package

Name of Business: \_\_\_\_\_

We wish to be a sponsor of the Eaton County Expo at the following level:

Premier Platinum Presenting Sponsor – This sponsorship has been claimed.

Platinum Sponsor (\$3,000 Cash + In-Kind)

Gold Sponsor (\$2,000 - \$2,999 Cash and/or In-Kind Value)

Gold Tent Sponsor (\$2,500 Cash)

Silver Sponsor (\$1,000 - \$1,999 Cash and/or In-Kind Value)

Bronze Sponsor (\$501 - \$999 Cash and/or In-Kind Value)

Courtesy Shuttle Sponsor (\$750 Cash)

Entertainment Sponsor (\$500 Cash)

Activity Booth Sponsor (\$300 Cash)       Activity Booth Sponsor (\$300 In-Kind)

Young Entrepreneur Sponsor (\$250 Cash)

Making a Mark Sponsor (\$100 Cash) - My business will display: \_\_\_\_\_

Sponsor Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Phone #: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Our business would like booth # \_\_\_\_ or # \_\_\_\_ inside the Exhibition Building if available.

Our business branding file has been emailed to EatonCountyExpo.com in \_\_\_\_\_ format (.pdf, .jpg, .png)

Our check **payable to: Locals In Business, Inc.** is enclosed.

\_\_\_\_\_  
Sponsor Representative Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Expo Committee Member

\_\_\_\_\_  
Date

Mail this form with your check to:

Eaton County Expo  
PO Box 369  
Olivet, MI 49076