

Sponsorship Packet



The City of Lincoln Park Cinco de Mayo Festival May 5, 2018 12pm-7pm



Who We Are:

The Lincoln Park Cinco De Mayo Festival is organized and put on by downriver and southwest Detroit volunteers with support from the City of Lincoln Park and its Downtown Development Authority and Economic Development Corporation. The Lincoln Park Cinco De Mayo Celebration Planning Committee is a group of dedicated residents, vendors, business owners and friends that have partnered with the Downtown Development Authority and Economic Development Corp. of Lincoln Park to organize a family friendly cultural celebration for the communities of "Downriver" and Southwest Detroit.

Event Description:

- 1. Over 800 in attendance** Over the last three years this event has brought a wide variety of people from downriver and southwest Detroit and remains the largest Cinco de Mayo celebration in downriver. Every year we see increases in attendance.
- 2. Over 40 Vendors.** Last year we attracted a diverse, group of vendors.
- 3. Excellent Visibility and Value For Our Sponsors.** We understand that this event isn't possible without dedicated community partners. We include 15ft long banners displaying our sponsors logos on each side of our performance stage, make public mention of our sponsors at our event and all over social media and print leading up to this event. We also include our sponsors on our LED signage at Fort & Southfield as well as all of our signage for the event.



Past News Links:

http://www.thenewsherald.com/news/cinco-de-mayo-celebration-to-be-held-may-in-lincoln/article_a44a7733-0582-510d-ad59-d698452572eb.html

http://www.thenewsherald.com/downriver_life/entertainment/second-annual-cinco-de-mayo-celebration-draws-large-crowd-to/article_754478e5-ac4b-5992-95cb-ace32ec86fd1.html

<http://www.thenewsherald.com/articles/2015/04/10/news/doc5527ff16969c9495056632.txt?viewmode=fullstory>

<http://www.thenewsherald.com/articles/2015/05/01/news/doc5543a0d74033c913654198.txt>

http://www.thenewsherald.com/downriver_life/entertainment/second-annual-cinco-de-mayo-celebration-draws-large-crowd-to/article_754478e5-ac4b-5992-95cb-ace32ec86fd1.html

How You Can Participate:

We offer a wide variety of sponsorship levels that fit the goals and budget of businesses and organizations of any size. A sponsorship form including a breakdown of sponsorship level benefit is included in this packet. We greatly appreciate your consideration.

For more information contact Giles Tucker at (313) 386-1800 Ext. 1289

| Sponsorship Levels: | Gold | Silver | Bronze | Patron | Supporter | Friend |
|--|----------------|----------------|----------------|---------------|------------------|---------------|
| | \$5,000 | \$3,000 | \$1,000 | \$500 | \$250 | \$100 |
| Title Sponsor level inclusion on Cinco de Mayo Banner, T-shirts and Posters/ Flyers, opportunity to speak at opening, Social Media Title Sponsor listing following event | X | | | | | |
| Digital/Social Media Story featuring sponsorship | X | X | | | | |
| Prominent inclusion on Cinco de Mayo Banner, Posters/Flyers, | X | X | X | | | |
| Thank you on Digital Sign at Fort & Southfield Rd. | X | X | X | | | |
| Sponsorship level listing on banner | X | X | X | X | | |
| Inclusion on posters and flyers | X | X | X | X | X | |
| Digital/Social Media Shout-Out | X | X | X | X | X | X |



Lincoln Park Cinco De Mayo Sponsor Form May 5, 2018

Yes, I would like to sponsor:

Gold Sponsor \$5,000 (one available)

Silver \$3,000

Bronze \$1,000

Patron \$500

Supporter \$250

Friend \$100

Other

Name as it should appear on publicity

Contact Name

Contact Phone

Contact Email

Company Name

Mailing Address

City _____ State _____ Zip _____ County _____

Phone (business) _____ (home) _____ (cell) _____

Signature _____ Date _____

*Make checks payable to: **Lincoln Park DDA***

Mail to: Lincoln Park DDA
1355 Southfield Road
Lincoln Park, MI 416

*Logos must be received by April 1 and should be sent to Giles Tucker: gtucker@citylp.com
/ 313.386.1800 ext. 1289*