



March 20, 2023

To Our Community Business Partners and
Local Organizations:

On behalf of the Lake Odessa Area Arts Commission (LOAAC), I am writing to ask for your sponsorship of the 48th annual Art in the Park. This year's event is being held on Saturday, August 5, 2023, in the Village Park from 9 a.m. to 4 p.m.

To those of you who partnered with us in the past, please accept our heartfelt gratitude! By sponsoring Art in the Park, your organization has provided much needed financial support to the LOAAC. Proceeds from the sale of Art in the Park vendor booths and corporate sponsorships allow the Arts Commission to provide arts programming in the greater Lake Odessa area. Examples of past projects include Big Band concerts in the park, a touring ArtTrain exhibit, a commissioned work of public sculpture, the annual children's fall art show, and a children's creative writing workshop, just to name a few.

Art in the Park attracts thousands of visitors to the Lake Odessa business district. Those visitors also patronize area businesses, spend money locally, and experience first-hand all of the great things that Lake Odessa has to offer.

As outlined on the back of this letter, this year we are offering businesses and organizations six levels of sponsorship. In addition to the benefit of supporting a worthwhile non-profit organization in our community, Art in the Park also [presents a unique marketing opportunity for your organization and a chance to deliver your message to thousands of residents and visitors prior to and during the event.](#)

If you are ready to make your sponsorship commitment, please return the enclosed Sponsorship Application and check to our attention. To receive the full benefits of sponsorship, we ask that you reply no later than May 26th.

Should you have any questions, please feel free to contact us via phone or e-mail. We look forward to working with you this year, and truly appreciate your time and consideration.

Warm regards,

LAKE ODESSA AREA ARTS COMMISSION

Megan Hermes

Megan Hermes, Chairperson

Enclosures

SPONSORSHIP LEVELS - 2023 ART IN THE PARK

PUBLICITY BENEFITS	TITLE SPONSOR (1 available) ≥\$2,000	PLATINUM SPONSOR ≥\$1,000	GOLD SPONSOR ≥\$750	SILVER SPONSOR ≥\$500	BRONZE SPONSOR ≥\$250	COMMUNITY SPONSOR ≥\$100
Visitor's Guide <ul style="list-style-type: none"> • Full color, 36+ pages • Print & online 	<ul style="list-style-type: none"> • Name on front cover • 2 full-page ads, one with prime placement (inside front cover or on back page) 	Full-page ad w/ prime placement (inside front cover or on back page)	Full-page ad	3/4-page ad	1/2-page ad	1/4-page ad
Name & Logo on group sign or banner	✓	✓	✓	✓	✓	Name listed on sign or banner
Listing on Arts Commission website for one year	Banner ad w/ name, large logo, tagline & link on top of Sponsor page	Large logo, tagline & link on Sponsor page	Medium logo, tagline & link on Sponsor page	Small logo & link on Sponsor page	Small logo & link on Sponsor page	Name listed on sponsor page
Inclusion in all pre-event printed display ads	✓	✓	✓	✓	✓	✓
Access to 3,500+ visitors	11' x 11' vendor booth to promote your business and/or conduct demos	11' x 11' vendor booth to promote your business and/or conduct demos	Your company's brochures and promotional items available at the Information Booth	Your company's brochures and promotional items available at the Information Booth		
Emcee announcements between entertainment sets	Company representative may personally address the audience, plus (2) ad spots	(2) ad spots	(1) ad spot	(1) ad spot	Stand-alone announcement of company name	Group announcement of Community Sponsors
Opportunity to display your company's banner during event (10' width max)	✓	✓	✓	✓		
Exclusive "Presented By" naming rights	✓					

Ad Dimensions—2023 Art in the Park Visitors Guide



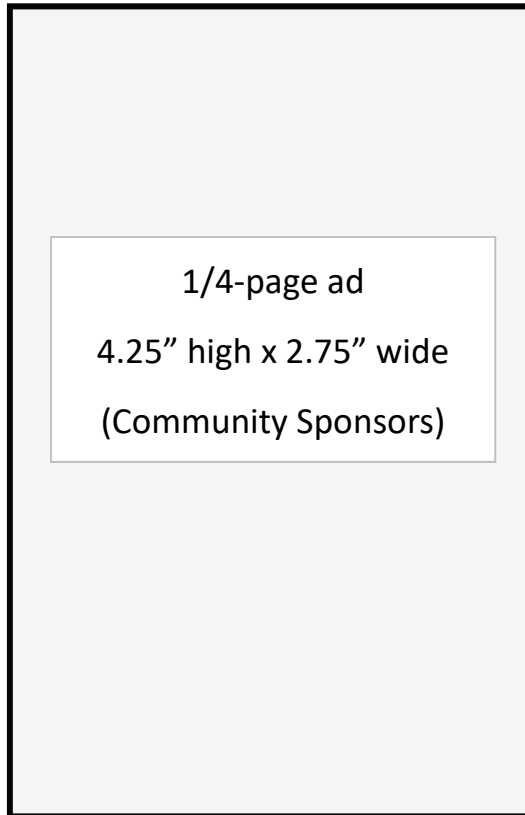
Full-page ad
8.5" high x 5.5" wide
(Title, Platinum & Gold sponsors)

3/4-page ad
6.375" high x 5.5" wide
(Silver Sponsors)

1/2-page ad
4.25" high x 5.5" wide
(Bronze Sponsors)



OR



48TH ANNUAL ART IN THE PARK

AUGUST 5, 2023 9 AM - 4 PM

Lake Odessa, MI

2023 SPONSORSHIP FORM

Return form and payment by May 26, 2023 to ensure your company receives all publicity benefits.

COMPLETE THE FOLLOWING INFORMATION

Organization/Business Name: _____

Mailing Address: _____

Contact Name: _____

Business Phone: _____ Contact Phone: _____

Business E-Mail: _____

Facebook URL: _____

SELECT YOUR COMPANY'S LEVEL OF SPONSORSHIP

- Title Sponsor: ≥\$2,000
(Proceed to Section A, below)
- Platinum Sponsor: ≥\$1,000
(Proceed to Section B, below)
- Gold Sponsor: ≥\$750
(Proceed to Section C, below)
- Silver Sponsor: ≥\$500
(Proceed to Section C, below)
- Bronze Sponsor: ≥\$250
(Proceed to Section D, next pg.)
- Community Sponsor: ≥\$100
(Proceed to Section E, next pg.)

SECTION A. TITLE SPONSOR ONLY:

Would you like to personally address the audience? Yes No

Where would you like us to display one of your full-page ads in the 2023 Visitors Guide?

Inside front cover On back page

(Proceed to Section B)

SECTION B. TITLE & PLATINUM SPONSORS ONLY:

Do you want a booth space at Art in the Park to promote your business? Yes No

Write your company logo or tagline here: _____

(Proceed to Section C)

Section C. Title, Platinum, Gold & Silver Sponsors:

Does your company have a banner you would like to display at the event? Yes No

If "Yes," where would you like us to display your banner?

Kids' Zone Entertainment Stage Food Court

(Proceed to Section D, next page)

Section D. Title, Platinum, Gold, Silver & Bronze Sponsors:

Please select one:

- Please use the logo that you have on file for my business
- I will e-mail my company logo to: Info@LakeOdessaArts.com *(Acceptable formats are PDF and JPEG)*

Would you like our emcee to read a brief ad spot to promote your business? Yes No

If "Yes," please write several short sentences and attach on a separate sheet of paper.

(Proceed to Section E)

Section E. Design Your Ad for the Visitor's Guide (All Sponsors)

Please select one:

- I would like the Arts Commission to design my display ad. *(We will send you an ad proof for your approval.)*
- Thanks, but I'll design my own display ad. *(Please contact us to discuss correct dimensions and design specs.)*

Mail or Drop Off this Form:

Send us this form (and any attachment), along with check payable to "Lake Odessa Area Arts Commission" **on or before May 26, 2023**. *If you are donating goods or services in lieu of cash, please provide description below and approximate value:*

Description of donated goods or services: _____

Value: \$ _____

It is important that we receive your paperwork and payment by this deadline to ensure you receive full publicity benefits.

Address: Lake Odessa Area Arts Commission
 839 Fourth Avenue
 Lake Odessa, MI 48849

Date: _____, 2023 Signature: _____

THANK YOU for your support! Please contact us if you have any questions.

E-Mail: Info@LakeOdessaArts.com
 Phone: (616) 755-0084