

Participation with Motown Fry Fest gives sponsors unique opportunities to customize their interaction with attendees and the surrounding communities. Corporate sponsors can customize their participation to increase visibility and spotlight their brand at the festival.

Motown Fry Fest Title Sponsor: \$3,500

- 2 Full page ads with premier placement in souvenir program (handed to every attendee upon arrival)
- Recognition as title sponsor on mic by emcees on main stage throughout the event (5x)
- 2 branded standing/tradeshow style banners (provided by sponsor) placed flanking festival entrance
- 4 hanging banners with premier placement (up to 3'x8', provided by Sponsor) on event exterior fencing
- Listed as Title Sponsor in official press release sent out to multiple media outlets
- Sponsor logo, link and listing on sponsor page of motownfryfest.com
- Dedicated social media postings on Facebook, Twitter and Instagram (3 each)
- 10 VIP Passes to Motown Fry Fest, for personal use or promotional giveaway
- Sponsor vending space with premier placement

Main Stage Sponsor: \$1,500

- Full page advertisement in Motown Fry Fest souvenir program
- Main stage 'presented by...' Sponsor on festival schedule (in print and online)
- Recognition as main stage sponsor on mic by emcees on main stage throughout the event (4x)
- 1 large hanging, or 2 branded standing/trade show style banners flanking each side of main stage
- 2 hanging banners (up to 3'x8', provided by Sponsor) on event exterior fencing
- Sponsor logo, link and listing on sponsor page of motownfryfest.com
- Dedicated social media postings on Facebook, Twitter and Instagram (2 each)
- 6 VIP Passes to Motown Fry Fest, for personal use or promotional giveaway

Wristband Sponsor: \$1,000

- Sponsor logo placed prominently on 2,000 adult wristbands
- 2 hanging banners adjacent to beer garden/ID station
- ¼ page color advertisement in Motown Fry Fest souvenir program
- Sponsor logo, link and listing on sponsor page of motownfryfest.com
- 4 VIP Passes to Motown Fry Fest, for personal use or promotional giveaway

**Artwork Deadline:
April 10, 2020**

Judging Token Sponsor: \$750

- Brand name or logo placed on the back of every judging token (1,000ct)
- 1 hanging banner where tokens are distributed
- ¼ page color advertisement in Motown Fry Fest souvenir program
- Sponsor logo, link and listing on sponsor page of motownfryfest.com
- 4 VIP Passes to Motown Fry Fest, for personal use or promotional giveaway

Love Fry Fest Sponsor: \$500

- ¼ page color advertisement in Motown Fry Fest souvenir program
- Sponsor logo, link and listing on sponsor page of motownfryfest.com
- 4 VIP Passes to Motown Fry Fest, for personal use or promotional giveaway

Program Advertiser:

- Full Page: \$250
- ½ Page: \$150
- ¼ Page: \$80
- Horizontal Banner: \$50



Additional Sponsorship Opportunities Available-- Just Ask!