



Pumpkinfest 2021 Sponsorship

Pumpkinfest is a two day fall festival held in downtown Zeeland on Friday and Saturday, October 1 & 2, 2021

With the generous support of our local community, Pumpkinfest has grown to be the largest festival in Zeeland, thousands of people attend each year, and even more are reached through advertisement avenues of all different kinds. This year will be the 36th Annual Pumpkinfest. Zeeland Festivals, Inc. would like to continue to see this festival grow and watch even more of the community take part in this joyful celebration. As a non-profit company, sponsorship is what helps Zeeland Festivals, Inc. continue to provide a multitude of quality, family-friendly activities at this wonderful festival. There are numerous ways to be part of this festival, please review the opportunities below:

Pumpkinfest Sponsorship Level Options & Benefits

Visionary Sponsor \$1,000

- Business logo at premium level and size on promotional materials including:
 - 8,000 direct mail pieces
 - Schedule of events posters
 - Any event-specific print items where applicable
- Logo recognition at premium level on websites including Pumpkinfest and Zeeland Festivals Facebook
- Business mentioned during pre-event promotion opportunities:
 - Radio Interviews
 - Press Releases (Local News Stations Holland Sentinel, MLive etc.)
- Visionary Sponsor signage on site at event
- Opportunity to host an activity/event downtown during festival

Advocate Sponsor \$750

- Business name on promotional materials at middle level and size including:
 - 8,000 direct mail pieces
 - Schedule of events posters
 - Any event-specific print items where applicable
- Business listed on websites including Pumpkinfest and Zeeland Festivals Facebook
- Advocate Sponsor signage on site at event
- Opportunity to host an activity/event downtown during festival

Contributor Sponsor \$500

- Business name on promotional materials at lowest level and size including:
 - 8,000 direct mail pieces
 - Schedule of events posters
 - Any event-specific print items where applicable
- Business listed on websites including Pumpkinfest and Zeeland Festivals Facebook
- Opportunity to host an activity/event downtown during festival

Support Sponsor \$250

- Businesses or Individuals that are interested in supporting Pumpkinfest as a whole concept for the community.
 - These funds help us fill in the gaps to some of the items needed for this festival to be as wonderful as it is.
- Business name or individual name on websites including Pumpkinfest and Zeeland Festivals Facebook
- Business name or individual name on "thank you support sponsors" sign located at event

Pumpkinfest 2021 Sponsorship Continued

Yes! I would like to be a Sponsor of Zeeland's LARGEST festival,
PUMPKINFEST!

Business: _____

Contact: _____

Address: _____

Phone: _____ Email: _____

SPONSORSHIP LEVEL (please circle or check)

Visionary Sponsor \$ 1,000 _____

Advocate Sponsor \$ 750 _____

Contributor Sponsor \$ 500 _____

Support Sponsor \$ 250 _____

Please make checks payable to: Zeeland Festivals, Inc.

Commitments to be made in full by August 27 , 2021

Want to learn more? Please Contact

Jenelle Ensing

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