

# 2017 Sponsorship Opportunities



April 28 & 29, 2017

Dear Prospective Partner,

This spring will mark the 13th Annual Bringin' Back the 80's Festival. With almost 8,000 people in attendance, a sell-out crowd, it's obvious people just love bringin' back the 1980's! We contribute our continued success of this popular festival to a dedicated committee, creative marketing, a fun theme, our many volunteers, and continued support from the community.

The purpose of this event is to raise money to support cancer-related causes. In 2016, we were able to donate over \$80,000! Bringin' Back the 80's Festival is also interested in boosting the Frankenmuth economy by attracting more people to town in the spring, a typically slower time of year for tourism.

Please take the time to look over the sponsor benefits and become a part of this totally awesome event! Feel free to contact me if you have any questions. Thank you!

Sincerely,

A handwritten signature in black ink that reads 'Jeanna Rogner'.

Jeanna Rogner, President  
Bringin' Back the 80's Festival



## **Contact Information:**

**Phone:** 989-652-8008

**Email:** [info@80sfest.org](mailto:info@80sfest.org)

**Mailing Address:** PO Box 301, Frankenmuth MI 48734

**Event Location:** Harvey Kern Pavilion, Heritage Park,  
601 Weiss Street, Frankenmuth, MI 48734

**Website:** [www.80sfest.org](http://www.80sfest.org)

[www.facebook.com/80sfest](https://www.facebook.com/80sfest)

**Almost 8,000 People  
in Attendance!**

## **History behind Bringin' Back the 80's: A Family Unites For a Cause**

Family is important to us all, so let's get together to find a cure for a disease that has affected us all! Jill Zehnder passed away in 1999 at the age of 43 after a brief battle with cancer. As Jill's family, we are determined to do our part in fighting back and helping find that cure by donating the profits from this event to cancer-related causes and other more personal avenues. Jeanna Rogner, the youngest of Jill's daughters, heads the operation along with her sisters, Jodi Reinert and Juli Cleary, husband Tim Rogner, and cousin Shelley VanWormer.



**Jill Ann Zehnder**  
**1955 - 1999**



*Committee (left to right): Shelley VanWormer, Jodi Reinert, Tim Rogner, Jeanna Rogner and Juli Cleary*

### **Event Details:**

Bring back totally awesome memories by celebrating the music, trends and events of the 1980's. So, peg your stonewashed jeans, tease your hair, and grab your friends because this is your chance to relive the 80's in all its big and bright glory at the 13<sup>th</sup> Annual Bringin' Back the 80's celebration!

This is an opportunity for you to support a great cause while having fun.

- April 28 & 29, 2017
- Harvey Kern Community Pavilion
- Friday : 6pm - Midnight
- Saturday: 4pm - Midnight
- Four Live Bands
- Best Dressed Contests
- Retro Rec Room (Memorabilia)
- Breakdancing Shows
- Fun and Unique Souvenirs
- Variety of Food & Drinks
- 80's Hair Salon
- AWESOME Door Prize each night
- Proceeds go to cancer-related causes



<b>80'S FEST SPONSOR BENEFITS</b>	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Friend of the Festival
	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,250</b>	<b>\$700</b>	<b>\$350</b>	<b>\$150</b>
Admission Passes <i>(value \$10 each)</i>	24	16	10	6	4	2
Website Presence	prime	prime	logo	logo	name	
Signs/Banners	4	2	2	1	1	
Logo on Schedule of Events at Event	prime	logo	logo	name	name	
Brochure Presence	prime	logo	logo	name		
Facebook Promotion <i>Reaching over 8,100 fans</i>	√	√	√	√		
Recognition at the event- DJ & Slideshow	√	√	√			
Drink Tickets	100	50	25			
Booth Space	√	√	√			
Promotional Time on Stage	2	1				
Company Included in All Media Releases	√	√				
Link on Website	√	√				
VIP Reception at Festival	√					
Logo on Volunteer Shirts	√					

*Any dollar amount is accepted! We will work together to adjust the benefits accordingly.*

### **LIMITED, first come, first serve options:**

<b>Type:</b>	<b>Amount:</b>	<b>Benefits:</b>
<b>Volunteer Tshirts</b>	\$800	Logo on the back of over 100 volunteer t-shirts
<b>After Hours</b>	\$625	Promoted on website, facebook, and all patrons will be encouraged to attend your Official After Party
<b>Radio</b>	\$625	Company Name and slogan mentioned on radio ads, limit of 2 companies per station
<b>Admission Ticket</b>	\$400	Logo on Admission Ticket, limit of one per year
<b>Wristband</b>	\$400	Logo & slogan on wristbands, limit of one per night
<b>Beer Ticket</b>	\$400	Logo on beer tickets, limit of one per year



## Closing Agreement

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

Business: \_\_\_\_\_

Sponsor Option: \_\_\_\_\_ *(some are first come-first serve)*

Sponsorship Amount: \$ \_\_\_\_\_

Sending check      -or-       Please invoice me

Bringin' Back the 80's will provide all the benefits of partnership listed in this document. Bringin' Back the 80's is not responsible for any benefits missed because of time limitations.

- Sponsorship money due within 30 days of signing this contract.
- Please make checks payable to "Bringin' Back the 80's"
- Return to PO Box 301, Frankenmuth, MI 48734 or email to [info@80sfest.org](mailto:info@80sfest.org)

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**Signature**

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**Date**

**Phone: 989-652-8008**

**Email: [info@80sfest.org](mailto:info@80sfest.org)**