

2024 SPONSORSHIP OPPORTUNITIES



80s Fest 2024 will be on April 19-20!

We started this festival in 2005 in memory of our mom, Jill Zehnder, who passed away in 1999 at the age of 43 after a brief battle with cancer. The mission of the event is to raise money for people dealing with the hardships that come with cancer including prevention, bereavement, hospice care, treatment, among many other things. Together we have made a difference in so many people's lives, and that is our motivation to keep this going. Over the years, this event has become quite the party that thousands of people look forward to and plan for months in advance.

We have donated a total of over \$760,000 from this event!

I am the youngest of Jill's daughters and am the head up the operation along with my sisters, Jodi Reinert and Juli Cleary, cousins Shelley VanWormer and Cameron Sanborn.

Thank you in advance for supporting our mission and bring people to our community. 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 or would like a custom package. Thank you!

Sincerely,

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

Jeanna Rogner, President
Bringin' Back the 80s Festival



Contact Information:

Phone: 989-652-8008

Email: 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

www.facebook.com/80sfest



| 80'S FEST SPONSOR BENEFITS | Presenting Sponsor | Platinum Sponsor | Gold Sponsor | Silver Sponsor | Bronze Sponsor | Friend of the Festival |
|--|--------------------|------------------|----------------|----------------|----------------|------------------------|
| | \$5,000 | \$2,500 | \$1,250 | \$700 | \$350 | \$150 |
| Admission Passes <i>(value \$18 each)</i> | 24 | 16 | 10 | 6 | 4 | 2 |
| Website Presence | prime/link | prime/link | logo/link | logo | name | |
| Sponsor Board at event | prime | prime | logo | logo | name | |
| Signs/Banners | 4 | 2 | 2 | 1 | 1 | |
| Logo on Schedule of Events at Event | prime | prime | logo | logo | name | |
| Facebook Promotion <i>Reaching almost 11,000 fans</i> | 3 | 2 | 1 | 1 | | |
| Recognition at the event by the DJ | √ | √ | √ | √ | | |
| Drink Tickets | 100 | 50 | 25 | | | |
| Booth Space | √ | √ | √ | | | |
| Company Included in All Media Releases | √ | √ | √ | | | |
| VIP Reception at Festival | √ | | | | | |
| Logo on Front of Volunteer Shirts | √ | | | | | |

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

LIMITED, first come, first serve options:

| Type: | Amount: | Benefits: |
|---------------------------|----------------|---|
| Volunteer Tshirts | \$600 | Logo on the back of almost 200 volunteer t-shirts worn year-round (limit 6) |
| Radio | \$500 | Company Name and slogan mentioned on radio ads, limit of one sponsor per station |
| Beer Ticket | \$500 | Logo on beer tickets, limit of one sponsor per year |
| Brochure Sponsor | \$500 | 3.5 x 1 Ad on rack card promoting the event, limit one |
| Electronic Sponsor | \$400 | Ad in email newsletter (3000+) and a Facebook post (11,000+), limit 10 sponsors, pre-approval required. |
| Wristband | \$400 | Logo & slogan on wristband, limit of one sponsor per night |



Closing Agreement

Name: _____

Business: _____

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

Sponsorship Amount: \$ _____

Sending check -or- Please invoice me

Bringin' Back the 80s will provide all the benefits of partnership listed in this document. Bringin' Back the 80s 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 80s"
- Return to PO Box 301, Frankenmuth, MI 48734 or email to info@80sfest.org

Signature

Date