

2026 SPONSORSHIP OPPORTUNITIES

The fundraising will continue in 2026 at the 21st Annual Bringin' Back the 80s Festival! Enclosed, you'll find how you can support our mission of helping people who are dealing with the hardships that come with cancer.

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. We come together each year to raise money for cancer prevention, bereavement, hospice care, treatment, among many other things. I am the youngest of Jill's daughters and head up the operation along with my sisters, Jodi Reinert and Juli Cleary, and cousins Shelley VanWormer and Cameron Sanborn, along with many other helpers! We've been blessed to be able to make a difference in so many people's lives. And guess what!?!

After the 2025 event, we've officially donated over \$1,000,000!!

We are so thankful for a community that embraces tourism, for all of the volunteers who have given their time and for the sponsors who generously support the event!

Over the years, this sell-out event has become quite the party that thousands of people look forward to and plan for months in advance. You're invited to be a part of it!

Thank you in advance for supporting our mission. 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,



Jeanna Rogner, President
Bringin' Back the 80s Festival

APRIL 17 ^{TO} 18, 2026





"Mama Jill" Zehnder
1955-1999
The reason we do festival



80'S FEST SPONSOR BENEFITS	Title Sponsor	Presenting Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Friend of the Festival
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,250	\$700	\$350	\$150
Admission Passes <i>(value \$20 each)</i>	40	30	20	16	10	6	4	2
Website Presence	takeover	prime/link	prime/link	prime/link	logo/link	logo	name	
Sponsor Board at event	prime	prime	prime	prime	logo	logo	name	
Banners at event	takeover	partial takeover	4	2	2	1	1	
Logo on Schedule of Events at Event	prime	prime	prime	prime	logo	logo	name	
Facebook Promotion <i>Reaching over 12,000 fans</i>	5	4	3	2	1	1		
Recognition at the event by the DJ	√	√	√	√	√			
Drink Tickets	50	40	30	20	10			
Booth Space	√	√	√	√	√			
Company Included in All Media Releases	√	√	√	√				
Email Newsletters Ad <i>Reaching over 6,500 fans</i>	3	2	1					
VIP Reception at Festival <i>Friday night</i>	40 ppl	30 ppl	20 ppl					
Logo on 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 5
Radio	\$500	Company Name and slogan mentioned on radio ads, limit 1 sponsor per station
Electronic Sponsor	\$500	Ad in email newsletter (6500+) and a Facebook post (12,000+), limit 4 participants, artwork pre-approval required.
Beer Ticket	\$550	Logo on beer tickets, limit of 1 sponsor per year
Wristband	\$400	Logo & slogan on wristband, limit of 1 sponsor per night
After Hours Party	\$350	Promoted on website, facebook, and all patrons will be encouraged to attend your Official After Party, limit 1 sponsor per year



Closing Agreement

Business: _____

Contact Name: _____

Contact Email: _____

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