Dear Prospective Partner,

This spring will mark the 15th Annual Bringin’ Back the 80s Festival. With over 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. Our donations now average $75,000 per year! Bringin’ Back the 80s 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,

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

Over 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.

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 15th Annual Bringin’ Back the 80's celebration!

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

- April 26 & 27, 2019
- Harvey Kern Community Pavilion
- 6pm - Midnight
- Live Bands
- Best Dressed Contests
- Retro Rec Room (Memorabilia)
- Breakdancing Shows
- Fun and Unique Souvenirs
- Variety of Food & Drinks
- 80’s Hair Salon
- Proceeds go to cancer-related causes

Committee (left to right): Shelley VanWormer, Jodi Reinert, Tim Rogner, Jeanna Rogner and Juli Cleary
<table>
<thead>
<tr>
<th><strong>80’S FEST</strong></th>
<th>Presenting Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Friend of the Festival</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPONSOR BENEFITS</strong></td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,250</td>
<td>$700</td>
<td>$350</td>
<td>$150</td>
</tr>
<tr>
<td>Admission Passes (value $12 each)</td>
<td>24</td>
<td>16</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Website Presence</td>
<td>prime</td>
<td>prime</td>
<td>logo</td>
<td>logo</td>
<td>name</td>
<td></td>
</tr>
<tr>
<td>Sponsor Board at event</td>
<td>prime</td>
<td>prime</td>
<td>logo</td>
<td>logo</td>
<td>name</td>
<td>name</td>
</tr>
<tr>
<td>Signs/Banners</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Logo on Schedule of Events at Event</td>
<td>prime</td>
<td>logo</td>
<td>logo</td>
<td>name</td>
<td>name</td>
<td></td>
</tr>
<tr>
<td>Brochure Presence</td>
<td>prime</td>
<td>logo</td>
<td>logo</td>
<td>name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook Promotion</td>
<td>√</td>
<td>√</td>
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<td></td>
</tr>
<tr>
<td>Reaching over 8,100 fans</td>
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<tr>
<td>Recognition at the event- DJ &amp; Slideshow</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drink Tickets</td>
<td>100</td>
<td>50</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booth Space</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td></td>
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</tr>
<tr>
<td>Company Included in All Media Releases</td>
<td>√</td>
<td>√</td>
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<tr>
<td>Link on Website</td>
<td>√</td>
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<tr>
<td>Promotional Time on Stage</td>
<td></td>
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<tr>
<td>VIP Reception at Festival</td>
<td></td>
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<tr>
<td>Logo on Front of Volunteer Shirts</td>
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</tbody>
</table>

LIMITED, first come, first serve options:

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Tshirts</td>
<td>$800</td>
<td>Logo on the back of over 100 volunteer t-shirts worn year-round</td>
</tr>
<tr>
<td>After Hours Party</td>
<td>$625</td>
<td>Promoted on website, facebook, and all patrons will be encouraged to attend your Official After Party</td>
</tr>
<tr>
<td>Radio</td>
<td>$500</td>
<td>Company Name and slogan mentioned on radio ads, limit of one sponsor per station</td>
</tr>
<tr>
<td>Rack Card</td>
<td>$500</td>
<td>3.5 x 1 Ad on rack card promoting the event.</td>
</tr>
<tr>
<td>Electronic Sponsor</td>
<td>$500</td>
<td><em><strong>NEW</strong></em> Ad in email newsletter (3000+), Facebook post (9700+), limit 10 sponsors, pre-approval required.</td>
</tr>
<tr>
<td>Print-At-Home Ticket</td>
<td>$500</td>
<td>Ad on Admission Ticket, limit of one sponsor per year</td>
</tr>
<tr>
<td>Photo Roamers</td>
<td>$500</td>
<td>Logo on each photo taken and gets texted to the patron immediately for social sharing</td>
</tr>
<tr>
<td>Wristband</td>
<td>$400</td>
<td>Logo &amp; slogan on wristband, limit of one sponsor per night</td>
</tr>
<tr>
<td>Beer Ticket</td>
<td>$400</td>
<td>Logo on beer tickets, limit of one sponsor per year</td>
</tr>
</tbody>
</table>

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

Phone: 989-652-8008 Email: info@80sfest.org