



Bay Days
Ashland, Wisconsin

Bay Days
July 14-16, 2017

Find yourself next to the water.

ASHLAND

Sponsorship Opportunities

All sponsorships are cash or qualified in-kind donations, and the following levels are available:



WhistleStop -
October 13-14, 2017

Bay Days Only—Title Sponsorship (Memorial Medical Center is the Title Sponsor for WhistleStop Marathon)

\$5,000 - We are looking for a Title Sponsor for the Bay Days Festival. Bay Days is a hometown festival which attracts approximately 5,000 attendees. Most attendees are residents of the Chequamegon Bay. The Title Sponsorship is an excellent match for a business looking to attract area residents and businesses. Title Sponsorships are negotiable and can be in both cash and in-kind. Title Sponsors receive great benefits, including:

- Sponsored event is renamed to include sponsor name (I. E. Midwest Living Bay Days '17 or Memorial Medical Center WhistleStop)
- Title sponsor placement of logo on all sponsored event graphical and print media - newspapers, magazines, posters, race registration forms, volunteer shirts and website. The only logo on Bay Days racers' shirts.
- Participating sponsorship package on all non-sponsored events
- Voice identification as title sponsor on all TV and radio spots
- Complimentary advertisement in WhistleStop event guide
- Hyperlink to sponsor website
- Exclusivity agreement on product or service
- Title sponsor banner placement (up to 10' x 3') at sponsored event/s; banners provided by sponsor
- Listing in local or major sponsors thank-you advertising
- Banners at start/finish of race events (Fun Run and Chequamegon Bay Sprint)
- Insert promotional items in WhistleStop and/or Bay Days racer bib packets
- 5 complimentary tickets to the WhistleStop Spaghetti Feed or the Blues & Brews Festival
- Preferred provider designation for goods and services needed for festivals
- Promotional tie-in opportunities to be negotiated

Presenting Sponsorships

\$2,500 - Bay Days & WhistleStop Festivals

- Identified as presenting sponsor of each sponsored event (i.e. Bay Days '17 presented by Midwest Living)
- Presenting sponsor placement of logo on all sponsored event graphical and print media - newspapers, magazines, posters, race registration forms (marathon, half-marathon), websites volunteer shirts, and WhistleStop event guide.
- Participating sponsorship package on all non-sponsored events
- Complimentary advertisement in WhistleStop event guide
- Hyperlink to sponsor website
- Exclusivity agreement on product or service unless superceded by higher level sponsorship; otherwise granted on first-come, first-served basis
- 5 complimentary tickets to the WhistleStop Spaghetti Feed or the Blues & Brews Festival
- Presenting sponsor banner placement (up to 10' x 3') at sponsored event/s; banners provided by sponsor
- Listing in local or major sponsors thank-you advertising
- Preferred provider designation for goods and services

Participating Sponsorships

\$1,500 - Bay Days and WhistleStop Festival & WhistleStop Marathon/Half-Marathon

- Identified as participating sponsor of both events
- Participating sponsor placement of logo on all graphical and print media - newspapers, magazines, posters, race registration forms (marathon, half-marathon), websites, volunteer shirts, WhistleStop event guide
- Advertisement in WhistleStop event guide
- Hyperlink to sponsor website
- Participating sponsor banner placement (up to 10' x 3') at sponsored event/s; banners provided by sponsor
- Listing in local or major sponsors thank-you advertising
- Insert promotional items in WhistleStop and/or Bay Days racer bib packets
- Preferred provider designation for goods and services needed for festivals

**Sponsors over \$1,000 receive logo placement on
Bay Days Volunteer Shirts and WhistleStop Volunteer Shirts.**

Supporting Sponsorships

\$750 - Bay Days and WhistleStop Festival & WhistleStop Marathon/Half-Marathon

- Logo placement on posters, websites, WhistleStop event guide
- Hyperlink to sponsor website
- Banner placement (up to 3' x 5') in festival area at sponsored event/s; banners provided by sponsor
- Listing in local sponsors thank-you advertising
- Preferred provider designation for good and services needed for festivals

\$250 to 500 - Bay Days and WhistleStop Festival & WhistleStop Marathon/Half-Marathon

- Hyperlink to sponsor website
- Banner placement (up to 3' x 5') in festival area at sponsored event/s; banners provided by sponsor
- Listing in local sponsors thank-you advertising
- Listing as contributor on websites, WhistleStop event guide

\$200 - Bay Days and WhistleStop Festival & Marathon/Half-Marathon

- ♦ Hyperlink to sponsor website

**Sponsorships are also available for only one event (Bay Days or WhistleStop).
If you are interested in sponsoring only one of these fine Events,
please contact the Chamber office at 715-682-2500**

All Sponsorships Are Subject To Approval of Event Steering Committees

**Often a sponsor can contribute in-kind products or services that are of tremendous value to a festival.
If you have such a proposal, please contact us to discuss the details.**

Please note there are different timelines for the above promotions.
To assure inclusion in designated promotions, please send your
sponsorship commitment by February 24, 2017





Bay Days
Ashland, Wisconsin



Sponsorship Response Form

Yes, we want to make an investment in the Ashland area while maximizing the profit potential of our business!

Dates are:

Bay Days - July 14-16, 2017
WhistleStop - October 13-14, 2017

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

To assure inclusion in designated promotions, please send your **sponsorship commitment by February 24, 2017.**

Sponsorship Designation (Please Check One)

Bay Days Title Sponsorship Only

(Memorial Medical Center is the Title Sponsor for WhistleStop Marathon)

\$5,000 _____

Presenting Sponsorship

Bay Days & WhistleStop

\$2,500 _____

Participating Sponsorship

Bay Days & WhistleStop

\$1,500 _____

Sponsors over \$1,000 receive logo placement on Bay Days Volunteer Shirts and WhistleStop Volunteer Shirts.

Supporting Sponsorship

Bay Days & WhistleStop

\$750 _____

\$250-500 _____

(fill in amount)

\$200 _____

Often a sponsor can contribute in-kind products or services that are of tremendous value to a festival. If you have such a proposal, please contact us to discuss the details.

What Next?

- Complete this form and fax or send to the Ashland Area Chamber of Commerce, 1716 Lake Shore Dr. W., Ashland, WI 54806. Fax : 715-682-9404 email: ashchamb@centurytel.net
- Checks are made payable to the Ashland Area Chamber of Commerce
- Please gather a camera-ready logo, advertising mock-up, and web addresses as appropriate.
- If you have any questions or creative ideas to give your investment the most value to your business, please do not hesitate to call Mary McPhetridge at 715-682-2500 or e-mail her at ashchamb@centurytel.net.

Find yourself next to the water



Thank You!