

Dear Business Owners and Sponsors,

As we look at the calendar, we see that warmer weather is on the horizon, and hopefully spring is just around the corner. With that said, it's time to think of outdoor activities, and the arrival of the 65th Annual Mancelona Bass Festival. One of the longest running festivals in Northern Michigan, and each year it gets bigger and better. This year's festival will run from May 27, 2021 – May 31, 2021 and will be held at Palmer Park.

The Mancelona Bass Festival Committee has been hard at work. With COVID canceling our festival last year, we were taking a wait and see approach as to how we would be able to navigate the 2021 Festival, but still moving cautiously with plans as it takes a full year to plan a festival. Consulting with officials from the State of Michigan, along with the Health Department of Northwest Michigan as well as local officials, I believe we have come up with plan which will allow all our guests to experience the festival in a safe manner. Social distancing, masks, attendance limitations as well as continuous sanitation measures will be strictly adhered to throughout the duration of the festival.

Walking down crafters alley this year you will see additional new vendors with more handmade crafts available for sale. Both our Kids' Parade, and the Grand Parade will be expanding to include more participants. Our Kids and Pet Parade had a huge turnout last year, and will be held on Wednesday, May 26th this year. Our 'free community breakfast' on Sunday May 31st and is also growing. In 2019 we served over 300 people from our community.

For the Mancelona Bass Festival to build on what we have, and to offer the community a great festival each year, we are asking for your support. We have several sponsorship levels that are listed on the form provided. Please take a moment to review them and see if a sponsorship is suited for your business. We also understand that this past year has been difficult for a number of business's and that's why we have also added a "Friends of the Bass Festival" donation category where you will still be recognized and can choose your donation.

Your support is greatly appreciated. If you desire further information, please feel free to give me a call at 586-530-8725 or you can email me at mancelonabassfestival@hotmail.com, and I will be happy to answer any questions.

Thank you,

Ken Mattei
President-Mancelona Bass Festival

2021 Mancelona Bass Festival Sponsorship Opportunities

Festival Sponsorship \$1000.00 (1 available) Unavailable-Sold to 4Front Credit Union

- Sponsorship of entire festival
- Name on all advertising including radio, print and TV
- Name on all newspaper advertisements
- VIP seating for the Mancelona Bass Festival Parade
- Prime 10'x10' booth space to advertise your product the entire five days of the festival
- Sponsor name as part of the Bass Festival website

Entertainment Sponsorship \$500.00 (1 available)

- Entertainment Tent for four nights of the festival
- Banner on Main Stage promoting your business
- Radio Advertising
- Business name in all brochures, newspaper advertising, and social media
- Business name as part of the Mancelona Bass Festival website

Beverage Tent Sponsor \$250.00 (2 available)

- Business Banner located inside and outside of Beverage Tent
- Business name in all brochures, newspaper advertising and social media
- Business name as part of the Mancelona Bass Festival Website

Grand Parade Sponsor \$250.00 (2 available)

- Banner with banner handlers at the front of the parade
- Recognition in our brochures, website and social media

Classic Car Show Sponsorship (2 available)

- Car Show will be held on Saturday, May 29th. Banner prominently displayed
- Radio and Print advertising as well as social media

General Sponsorship-Friends of Mancelona Bass Festival

\$50.00 _____ **\$75.00** _____ **\$100.00** _____

- Recognition on sponsor board located both inside and outside of Entertainment Tent.

Individual and anonymous donations are also graciously accepted.