



Mancelona Bass Festival Inc.
P.O. Box 937, Mancelona MI 49659

Dear Business Owners and Sponsors,

It's that time of year again where the snow is melting, days are getting longer, and Spring is in the air. It's also time of year that we start thinking about the 69th Annual Mancelona Bass Festival which this year will be held from May 29 - June 1, 2025, and will be held at Palmer Park located in the Village of Mancelona.

Once again, we are expanding our crafting area to include new crafters and vendors, and we are adding new food vendors on top of those we have had in previous years. T.J. Schmidt Amusements will be back again this year and over the winter have procured a couple of new rides that will be available for kids and adults of all ages to enjoy. We also have a new look this year as we have taken over the old DURA property and the amusement rides will be located there and will no longer be in the dusty grass area of the park.

In 2021 The Mancelona Bass Festival Board of Directors made a commitment to not only putting on one of the best festivals in the area, but also sought out groups in the Mancelona Community that would benefit from some of the proceeds of the festival. Listed below are some of the events that we helped organize and fund:

1. College Scholarships for the Mancelona Bass Festival Queen and Students at Mancelona High School
2. Special Needs Day for over 200 students throughout Northern Michigan at the Mancelona Bass Festival
3. Santa Parade and a partnership with the DDA in decorating the Village of Mancelona for the holidays
4. Increase the number of events Miss Mancelona attends throughout the year to promote the Village of Mancelona
5. The Bass Festival Community Breakfast which is "free" to all residents of Mancelona

For the Mancelona Bass Festival to build on what we have, and offer the community a great festival each year, we are asking for your support. We have several sponsorship levels that are available for you to choose from and are available for you to review on the attached sponsorship form that is provided. We also understand that this past year has been difficult for several businesses and that is why once again we have added a "Friends of the Bass Festival" donation category where you will be recognized and will be able to donate.

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

Mancelona Bass Festival
Northern Michigan's Premier Family Festival Since 1955

2025 Mancelona Bass Festival Sponsorship Opportunities

Festival Sponsorship \$1000.00 (1 available)

1. Sponsorship of festival with banners and both entrances to festival grounds
2. Logo on all printed material
3. Sponsorship recognition on Main Social Media pages and websites
4. Sponsorship recognition on radio advertising and newsprint
5. Sponsorship signs at the front of Grand Parade on Saturday of the festival

New for 2025 Sponsorship of the Mancelona Queens Pageant and Queens Parade Float (1 available) \$1750.00

1. Will be the main sponsor of the Mancelona Queens Pageant on May 24, 2025, at Mancelona High School
2. Sponsor the Mancelona Float with a business name on the sides and back of float. Float will be participating in numerous parades and events throughout Northern Michigan during the summer and fall of 2025
3. Queens Court will have sponsorship sashes with business name embroidered on it for all events
4. Will have sponsorship listed in our social media pages as well as website
5. Sponsorship name on seasonal apparel

Entertainment Sponsorship (2 available) \$500 each

1. Sponsorship Banner on outside of entertainment tent as well as front stage
2. Sponsorship for all three days of entertainment
3. Sponsorship listed on printed material and social media pages with listing of entertainment for the entire festival

Grand Parade Sponsorship (2 available) \$250.00 each

1. Banner with Banner handlers in front of Grand Parade Marshall vehicle
2. Recognition in our brochures, websites, and social media

Children's Day Sponsor (250.00 each) two available

1. Parade banner at front of children's and pet parade on Wednesday, May 28th
2. Signage at children's game area as well as food locations

Classic Car and Bike Show Sponsorship (2 available) \$250.00 each

1. Classic Car and Bike show will be held on Saturday, May 31st. Banner will be prominently displayed at judges stand and entrance to car show area
2. Sponsorship will also be printed listed on website and social media pages as well as flyers

Cornhole Tournament (2 available) \$200.00 each

- 1. Sponsorship of all day and evening events. Over 100 players participating.**
- 2. Banners are prominently displayed at events.**
- 3. Advertising on radio and social media and print**

Bass Festival Fishing Tournament (3 available) \$250.00 each

- 1. The fishing tournament will be held on Saturday, May 20, 2025**
- 2. Contestants will take catch to judges at check in station for verification and photograph**
- 3. Cash prizes along with donated prizes will be given away**
- 4. Sponsors will be advertised on radio and social media**
- 5. Sponsors will have banners prominently displayed at festival grounds and fishing site.**

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 donations are graciously accepted**

2025 Mancelona Bass Festival Sponsorship Commitment Form

Business/Organization Name (As you would like it to appear in all advertising)

Address (Street name, City, State, Zip Code)

Contact name and Title

Phone number:

Email Address:

Sponsorship Selection

Amount:

We commit to sponsor the following monetary or in-kind donation in the amount

of

Along with our sponsorship, we are offering a promotion (e.g., discount, buy one get one free) to anyone purchasing a 2025 Mancelona Bass Festival Button. If this might interest you, please contact us so that we can incorporate the promotion in our advertising

Please include logo and any verbiage you would like to appear on banner:

Signature.

Billing Options: Check enclosed: Please Invoice:

Please note all sponsorship commitments must be received prior to May 20, 2025 to ensure that you are included in time sensitive marketing materials.

Sponsorship commitments and business logos can be emailed to mancelonabassfestival@hotmail.com or P.O. Box 937, Mancelona, MI 49659. Checks should be made out to the "Mancelona Bass Festival"

If you have questions, please contact Ken Mattei @ 586-530-8725 or email at mjk81857@yahoo.com