

# Missaukee Area Chamber of Commerce

112 E John St., P.O. Box H, \* Lake City, MI 49651 \* Phone (231) 839-4969

[www.missaukeechamber.com](http://www.missaukeechamber.com) info@missaukeechamber.com

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To Our Valued Greatest 4<sup>th</sup> in the North Supporters:

The Missaukee Area Chamber of Commerce has brought the “Greatest 4<sup>th</sup> in the North” celebration to Missaukee County for well over 60 years now; this event draws on average about 20,000 people from all over the United States to our area! Some highlights of this event include (but, are not limited to) the Grand Parade, a Craft Show, Vehicle Raffle, 10K/5K Races, Children’s Parade, Free Professional Entertainment, just to name a few! This celebration is the single most attended event produced in Missaukee County. Our annual budget for the Greatest Fourth in the North comes in just under \$95,000.

Advertising	\$7,000 +
Vehicle	\$45,000 +
Fireworks	\$17,250+
Entertainment	\$9,000+
Insurance	\$6,500 +
Miscellaneous	\$10,000 +

As you can imagine, this event wouldn’t be possible without our generous supporters, we are looking to you for financial support this year.

The “Greatest Fourth in the North” is promoted throughout the year in statewide publications, over the radio & local media, in our festival programs, newspapers, The Chamber web site, and our social media outlets. Our banners listing our major sponsors are put up in the City Park, the center of our event activities, on M-55 and M-66, two of the most well traveled routes through Northern Michigan.

We have *several* sponsorship opportunities available to you, each with different levels of benefits. ***Because our programs are time sensitive and sponsorships are limited in numbers, we request your gracious commitment be no later than March 22, 2024 - these sponsorships go quickly. To get the sponsorship you want, we suggest you contact us as soon as possible. Sponsorship dollars are not due until June 21st, 2024.*** Feel free to contact us, if you have any questions or need assistance in selecting the sponsorship that may best fit your business or organization. Your continued support is invaluable to our Chamber; we sincerely thank you for your time and support.

Sincerest regards,

Dawn M. Hatcher  
Business Director *on behalf of*  
Missaukee Area Chamber of Commerce  
Board of Directors

# Platinum Sponsorship

**\$2,500 Investment**



## Your Platinum Sponsorship Includes:

- ❖ A three color, 3'x 6' Platinum Sponsorship banner, featuring your business logo, to be hung in the downtown City Park, the center of our festivities with hundreds of impressions each day.
- ❖ Platinum Sponsorship banners, with your logo and up to 3 colors, to be hung on the light poles lining M-66 downtown Lake City, where over a thousand carloads of people drive by daily during the festival. (Shared with up to two other Platinum Sponsors.)
- ❖ A three color, 2'x5' banner shared with up to two other Platinum Sponsors, with your logo behind the Lake City High School on M-55, which is one of the busiest highways in the North.
- ❖ A 3/4-page color advertisement in the 3,000 "Greatest 4<sup>th</sup> in the North" program book, noting your business as a Platinum Sponsor. A QR Code will be in the booklet as well for more exposure for your sponsorship.
- ❖ A reserved spot listing your business as a Platinum Sponsor on the inside front cover of our 3,000 program books. A QR Code will be in the booklet as well for more exposure for your sponsorship.
- ❖ The "Greatest 4<sup>th</sup> in the North" program will be placed on our web site beginning in June of 2024 where we will list you as a platinum sponsor. This information remains until next year's Greatest 4<sup>th</sup> sponsors are secured.
- ❖ In 2023 we had almost 17,000 hits (8,500 of those were in June & July alone) on our web site which was up 36.2% from 2022.
- ❖ Mentions on *all* radio commercials.
- ❖ Your company's Grand Parade entry fee is waived if you choose to participate; it is estimated about 10,000 people attend annually. (July 4<sup>th</sup> at 10 am)
- ❖ Verbal recognition of your sponsorship during each day at the City Park Free Stage, where over 2,000 people attend to see our great entertainment!
- ❖ A special "Thank You" in our local newspaper as a Platinum Sponsor at the conclusion of our festival.

## Gold Sponsorship

**\$2,000 Investment**



### **With Your Gold Sponsorship:**

- ❖ A two color, 2'x 5', Gold Sponsorship banner, with your logo, to be hung in the downtown City Park, the center of our festivities with hundreds of impressions each day.
- ❖ Two Gold Sponsorship banners, with your logo and up to two colors, to be hung on the light poles lining M-66 downtown, where over a thousand carloads of people drive by daily during the festival. (Shared by two other Gold Sponsors.)
- ❖ A two color, 2'x5' banner with your logo and two other Gold Sponsors, behind Lake City High School on M-55, which is one of the busiest highways in the North.
- ❖ A 1/2-page color advertisement in the 3,000 "Greatest 4<sup>th</sup> in the North" program book, noting your business as a Gold Sponsor. A QR code will be added to the booklet as well for more exposure for your sponsorship.
- ❖ A reserved spot listing your business as a Gold Sponsor on the inside front cover of our 3,000 program books. A QR code will be added to the booklet as well for more exposure for your sponsorship.
- ❖ The "Greatest 4<sup>th</sup> in the North" program will be placed on our web site beginning in June of 2024 where you will be listed as a Gold Sponsor and remain until next year's Greatest 4<sup>th</sup> sponsors are secured.
- ❖ In 2023 we had almost 17,000 hits (8,500 of those were in June & July alone) on our web site which was up 36.2% from 2022.
- ❖ Your company's parade entry fee is waived if you choose to participate in the Grand Parade, where an estimated 10,000 people attend. (July 4<sup>th</sup> at 10am)
- ❖ Verbal recognition of your sponsorship during each day at the City Park Free Stage, where over 2,000 people attend to see our great entertainment!
- ❖ Special "Thank You" in our local newspaper, at the conclusion of our festival.

## Silver Sponsorship \$1,500 Investment



### *With Your Silver Sponsorship:*

- ❑ A one color, 2'x 5', Silver Sponsorship banner with up to three other Silver Sponsors to be hung in the downtown City Park, the center of our festivities with hundreds of impressions each day.
- ❑ Two, one color, Silver Sponsorship banners to be hung on the light poles downtown lining M-66, shared with up to three other Silver Sponsors if secured, where over a thousand carloads of people drive by daily during the festival.
- ❑ A one color, 2'x5' banner with your company name and up to three other Silver Sponsors, behind Lake City High School on M-55, one of the busiest highways in the North.
- ❑ A 1/4-page color advertisement in the 3,000 "Greatest 4<sup>th</sup> in the North" program book, noting your business as a Silver Sponsor. A QR code will be added to the booklet as well for more exposure for your sponsorship.
- ❑ A reserved spot listing your business as a Silver Sponsor on the inside front cover of our 3,000 program books. A QR code will be added to the booklet as well for more exposure for your sponsorship.
- ❑ The "Greatest 4<sup>th</sup> in the North" program will be placed on our web site beginning in June of 2024 and remain until next year's Greatest 4<sup>th</sup> sponsors are secured. You will also be listed there as a Silver Sponsor.
- ❑ In 2023 we had almost 17,000 hits (8,500 of those were in June & July alone) on our web site which was up 36.2% from 2022.
- ❑ Your company's parade entry fee is waived if you choose to participate in the Grand Parade, where it is estimated 10,000 people attend. (July 4<sup>th</sup> at 10am)
- ❑ Verbal recognition of your sponsorship during each day at the City Park Free Stage, where over 2,000 people attend to see our great entertainment!
- ❑ Special "Thank You" in our local newspaper, listing you as a Silver Sponsor at the conclusion of our festival.

## Business Sponsorship

Investment \$500



### *With Your Business Sponsorship:*

- ❑ Two, one color, Business Sponsorship banners with other sponsors to be hung on the M-66 light poles downtown, where over a thousand carloads of people drive by daily during the festival.
- ❑ A one color, 2'x 5' banner with your company's name, with other Business Sponsors, behind Lake City High School on M-55, one of the busiest highways in the North.
- ❑ A business size card color advertisement in the 3,000 "Greatest 4<sup>th</sup> in the North" program book, noting your business as a Business Sponsor. A QR code will be added to the booklet as well for more exposure for your sponsorship.
- ❑ A reserved spot listing your business as a Business Sponsor on the inside front cover of our 3,000 program books. A QR code will be added to the booklet as well for more exposure for your sponsorship.
- ❑ The "Greatest 4<sup>th</sup> in the North" program will be placed on our web site beginning in June of 2024 listing you as a Business Sponsor and will remain until next year's Greatest 4<sup>th</sup> sponsors are secured.
- ❑ In 2023 we had almost 17,000 hits (8,500 of those were in June & July alone) on our web site which was up 36.2% from 2022.
- ❑ Your company's parade entry fee is waived if you choose to participate in the Grand Parade, where it is estimated 10,000 people attend. (July 4<sup>th</sup> at 10a)
- ❑ Verbal recognition of your sponsorship during each day at the City Park Free Stage, where over 2,000 people attend to see our great entertainment!
- ❑ Special "Thank You" in our local newspaper, at the conclusion of our festival.

## Bronze Sponsorship

Investment \$1,000



### *With Your Bronze Sponsorship:*

- ❖ A one color, 2'x 5, Bronze Sponsorship banner (with other sponsors) to be hung in the downtown City Park, the center of our festivities with hundreds of impressions each day.
- ❖ Two, one color, Bronze Sponsorship banners with up to five other sponsors to be hung on the M-66 light poles downtown, where over a thousand carloads of people drive by daily during the festival.
- ❖ A one color, 2'x 5' banner with your company's name, with up to five other Bronze Sponsors, behind Lake City High School on M-55, one of the busiest highways in the North.
- ❖ A business size card color advertisement in the 3,000 "Greatest 4<sup>th</sup> in the North" program book, noting your business as a Bronze Sponsor. A QR code will be added to the booklet as well for more exposure for your sponsorship.
- ❖ A reserved spot listing your business as a Bronze Sponsor on the inside front cover of our 3,000 program books. A QR code will be added to the booklet as well for more exposure for your sponsorship.
- ❖ The "Greatest 4<sup>th</sup> in the North" program will be placed on our web site beginning in June of 2024 listing you as a Bronze Sponsor and will remain until next year's Greatest 4<sup>th</sup> sponsors are secured.
- ❖ In 2023 we had almost 17,000 hits (8,500 of those were in June & July alone) on our web site which was up 36.2% from 2022.
- ❖ Your company's parade entry fee is waived if you choose to participate in the Grand Parade, where it is estimated 10,000 people attend. (July 4<sup>th</sup> at 10a)
- ❖ Verbal recognition of your sponsorship during each day at the City Park Free Stage, where over 2,000 people attend to see our great entertainment!
- ❖ Special "Thank You" in our local newspaper, at the conclusion of our festival.

# Star Sponsor

**\$100 Minimum Investment**



## ***With Your Star Sponsorship:***

- Your business/individual name on a banner in the downtown City Park, the center of our festivities with hundreds of people attending each day.
- The Greatest 4<sup>th</sup> in the North information will be placed on our website where we will list you as a Star Sponsor. This stays on our site until our 2024 sponsors are secured.
- In 2023 we had almost 17,000 hits (8,500 of those were in June & July alone) on our web site which was up 36.2% from 2022.
- Your name listed in our 2024 Commemorative Greatest 4<sup>th</sup> in The North Program Guide.
- Your business/individual name appearing in a “Thank You” in the local newspaper after the festival as a Star Sponsor.

# MISSAUKEE AREA CHAMBER OF COMMERCE

112 E. John St.  
P.O. Box H  
Lake City, MI 49651

## Please Respond As Soon As Possible

This agreement has been made between \_\_\_\_\_ and the Missaukee Area Chamber of Commerce on the \_\_\_\_\_ day of \_\_\_\_\_ 2024.

It has been agreed that the above-mentioned company and/or organization has agreed to be a \_\_\_\_\_ Sponsor during the 2024 "Greatest Fourth in the North" celebration; at a cost of \$ \_\_\_\_\_ dollars. **Note: Payment is kindly due by: June 21st, 2024**

***Credit Card payments are being accepted with a 4% processing fee.***

In return for this company's sponsorship dollars, the Missaukee Area Chamber of Commerce agrees to give, the above-mentioned sponsor, the benefits associated with the sponsorship package they have chosen.

Sponsorship benefits have been included in this agreement. Please complete this agreement, **make a copy for your records**, and return to the Chamber via mail, email.

\_\_\_\_\_  
Sponsor Signature (Owner/Manager)

Dawn Hatcher  
Business Director  
(231) 839-4969 phone  
[dawnh@missaukeechamber.com](mailto:dawnh@missaukeechamber.com)  
[www.missaukeechamber.com](http://www.missaukeechamber.com)

## Credit Card Authorization

Please complete all fields below. The Chamber will protect all your personal information.

Card Type (circle):    MasterCard    VISA    Discover    AMEX    Other: \_\_\_\_\_

Cardholder Name (as shown on card): \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp Date (MM/YY): \_\_\_\_\_

3 Digit Code (on back of card): \_\_\_\_\_ Cardholder ZIP (if different from above): \_\_\_\_\_

I, \_\_\_\_\_, authorize The Missaukee Area Chamber of Commerce to charge my credit card above for the agreed upon purchases.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_