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**PO Box 188
Cedar Lake**

February 17, 2018

Dear Sponsor,
Planning for the 37th Cedar Lake Summerfest is well underway. The publicity that surrounds the festival is a great opportunity for businesses or civic organizations like yours to reach a large number of people, not just within the Town of Cedar Lake, but within the economic region as well.

This year's Cedar Lake Summerfest is a five-day festival celebrating our nation's independence. Summerfest is one of the region's largest family attractions and draws not only many local citizens but also people from surrounding cities and states. This year's festival will be held July 4th through July 8th.

The Cedar Lake Summerfest Committee, Inc is a 501(c)(3) non-profit organization. Your generosity assists us in providing free entertainment, fireworks and activities for all ages, along with prizes throughout this five-day event. Our community has been supportive in the past and through continued sponsorships, such as yours, we hope to provide a quality, affordable event for all to enjoy.

We would like to ensure the community is aware of your support with our sponsorship program. (See Enclosed)

Please send your commitment/donation cards by April 15, 2018 within the envelope provided to ensure presence on brochures, t-shirts, banners and signage.

Your comments are encouraged. Volunteers are always welcome, visit our website at cedarlakesummerfest.com or visit us on Facebook. If you have any questions, please do not hesitate to contact us at 219-794-4122.

Sincerely,
Cedar Lake Summerfest Committee, Inc

June Cole, Chairman



Cedar Lake Summerfest

2018 Sponsorship Opportunities

BLUE (\$200. +)

- **THANK YOU CARD**
- **LISTED IN BROCHURE**
- **THANK YOU AD**
- **NAME ON WEBSITE**
- **BANNER OPPORTUNITY IN SPONSORSHIP BOOTH**
- **1 DAY PASS**

WHITE (\$500. +)

- **EVERYTHING BLUE SPONSOR RECEIVES**
- **SPONSORSHIP OPPORTUNITIES IN SPONSORSHIP BOOTH**
- **ANNOUNCEMENT THROUGHOUT THE FESTIVAL**
- **NAME ON WHITE, BACK OF THE FESTIVAL T-SHIRT**

RED (\$1000. +)

- **EVERYTHING BLUE AND WHITE RECEIVES**
- **NAME ON SPONSOR BANNER**
- **LOGO ON WEBSITE**

BRONZE (\$2,500. +)

- **EVERYTHING BLUE, WHITE, RED, RECEIVES**
- **NAME AND LOGO ON FESTIVAL BROCHURE**
- **BANNER WITH NAME AND LOGO**
- **2 ADDITIONAL (ONE DAY) PASSES**

SILVER (\$5,000.00 +)

- **EVERYTHING BLUE, WHITE, RED BRONZE RECEIVES**
- **STAGE SPONSOR**

GOLD (\$10,000.00 +)

- **EVERYTHING BLUE, WHITE, RED, BRONZE AND SILVER RECEIVES**
- **LISTED AS A FIREWORK SPONSOR IN ALL ADVERTISEMENT**
- **2 ADDITIONAL (ONE DAY) PASSES**
- **TICKETS FOR THE CARNIVAL (VALUED AT \$50.00)**



*CEDAR LAKE SUMMERFEST
COMMITTEE, INC.
P.O. BOX 188
CEDAR LAKE, IN 46303*

CONTRIBUTION PLEDGE CARD

I/We are proud to support the Cedar Lake Summerfest. My pledge amount of \$_____

is enclosed of I will pay pledge on or before the April 10, 2017. Please make all checks payable to Cedar Lake Summerfest Committee, Inc. and send to the above address. Acknowledge my/our contribution under the following name (please print): If possible send your business card.

Name of advertisement _____ Date _____

Contact _____ Phone _____

Address _____

Email/Website _____