

TIP-UP TOWN USA

2012 SPONSORSHIP LEVELS

Platinum Level: \$1,500. + Plus (minimum cash contribution of \$1,500. & not less 50% total sponsorship)

To have the Fun Tent named for sponsor the total payment must be in cash

All Gold, Silver and Bronze level Sponsorship benefits plus –

“Feature Focus” media coverage

Logo of Sponsor exposure on Chamber website (www.houghtonlakechamber.net)

Recognition banner signage at TUT site

Recognition from TUT stage throughout the festival

Wide coverage recognition on promotional mailer (approx. 25,000)

Sponsor recognition at Kick-Off & VIP Seating (January 7th, 2012 @ Houghton Lk. High School Auditorium)

Gold Level: \$500 - \$1499 (minimum cash contribution \$500 & not less than 50% of total sponsorship)

All Silver and Bronze level Sponsorship benefits plus –

Included in various TV, Radio, Newspaper, Magazine & Website marketing promotions

Recognition on Chamber website

Vendor space at the TUT site

Up to 5 Ribbons to display on TUT Badge indicating sponsorship level

Sponsor recognition at Kick-Off & VIP Seating (January 7th, 2012 @ Houghton Lk. High School Auditorium)

Silver Level: \$250

All Bronze level benefits

Business name included in sponsorship listing on Chamber website (www.houghtonlakechamber.net)

Recognition in media promotions

Sponsor recognition at Kick-Off & VIP Seating (January 7th, 2012 @ Houghton Lk. High School Auditorium)

Bronze Level: \$100

Business name included in TUT 2011 pre/post marketing program

Business name included in TUT on-site sponsor recognition

Sponsor recognition at Kick-Off & VIP Seating (January 7th, 2012 @ Houghton Lk. High School Auditorium)

SEE ATTACHED SPREADSHEET FOR EVENTS TO BE SPONSORED

CO-SPONSORS WILL BE CONSIDERED!

TERMS: 25% AT SIGNING AND BALANCE BY NOVEMBER 15, 2011

Houghton Lake Chamber of Commerce: hlcc@houghtonlakechamber.net