

**Sponsorships 2018**



**BIG**  
TICKET FESTIVAL

# Join the Party

2018 Sponsorship Opportunities

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# BTF 18 Sponsorships

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## **Silver Sponsor - \$250**

- \* (2) One-day festival tickets
- \* Business logo on website/Big Ticket Logo Collage
- \* Listed on Stage Video Walls
- \* Coupon in BTF Coupon Book

## **Gold Sponsor - \$500**

- \* (2) Full festival tickets
- \* Business listed on website/Big ticket collage
- \* Logo & Thank you on Stage Video Walls
- \* 3x6 banner at festival w logo
- Coupon in BTF Coupon Book

## **Platinum Sponsor -\$1000**

- \* 4) Full festival tickets
- \* Logo Listed on website w a link to business
- \* 3x6 Thank you banner at festival w logo
- \* Slide for Stage Video Walls
- \* Sponsor Parking Pass
- \* Coupon in BTF Coupon Book

## **Premier BTF Sponsor - \$2000 + Custom Packages May Include:**

- \* Pepsi Fan Zone passes
- \* Center Stage Seating
- \* Sponsor Tent Passes
- \* Sponsor Reception
- \* Festival Passes
- \* Sponsor Parking
- \* Website/Video wall recognition
- \* Custom marketing ROI plan for your organization at the festival.
- \* Options for Artist, Stage, or Speaker Sponsorship with 30 sec promo spot before performance.

*For questions call Dave Baragray: 989-731-2808  
PO Box 3009 Gaylord MI 49734*

# Join Us Today!

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## 2018 BIG TICKET FESTIVAL SPONSORSHIP

ADDITIONAL NOTES:

CONTACT NAME: \_\_\_\_\_

BUSINESS/ORG: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

LEVEL OF COMMITMENT:  
\_\_\_\_\_

PAYMENT: NOW \_\_\_\_\_ INVOICE \_\_\_\_\_

PAYMENT DUE DATE: \_\_\_\_\_

### **Checklist:**

Email us logo as applies \_\_\_\_

# 2017 Impact Report

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## **Community Impact:**

### **Local Spending:**

In the months preceding and through this year's festival, Big Ticket Festival spent over \$275,000 locally on festival expenses.

### **Local Business Impact:**

Consistently over the years, the feedback from local businesses is that they experience a notable boost to their business during this time each year.

### **Lodging:**

Local hotels shared with the Tourism Bureau that they have experienced a SOLD OUT weekend as a result of the festival coming to Gaylord. The two years the festival was not in Gaylord, these same hotels had less than full occupancy.

### **Gas Stations/Convenience Purchases:**

These businesses reported "the largest weekend of the summer" and were very pleased with the traffic they saw all weekend long.

## **Festival Attendance:**

\*37,000 over 4 days

Wednesday - 8,000

Thursday - 8,000

Friday - 10,000

Saturday - 11,000

91% of the attendees were from outside of Otsego county and surrounding counties.

8% of attendees came from outside the state.

Top four ticket selling areas: Oakland County, Kent County, Grand Traverse County, and Sault Ste Marie area. 33 States and 6 Countries were represented.

## **Humanitarian/Spiritual Impact:**

- 1900 shoe boxes packed for Operation Christmas Child
- \$12,000 raised to care for vulnerable orphans
- Over 300 units of blood donated
- Over 2,000 prayers nailed to the cross
- 5,000 people shared in communion together