



Be Part of The Festivities!

With Ad placement, Sponsorship Event Support & Volunteer Opportunities

October 4-6, 2012

With the generous support of our community the Zeeland Pumpkinfest has grown to be the biggest festival in Zeeland. The festival board would like to continue to see it grow and watch the community take part in this joyful celebration. One way to keep the momentum going is to get as many people involved, in as many ways, as possible. As a business or as an individual there are a number of ways to be part of the festivities. *Please review the opportunities below and don't forget to fill out the form on the second page as soon as possible to get involved!*

Ad Placement:

Each year the Pumpkinfest produces a schedule of events that not only helps guests know what's happening when but it also features all the local businesses that support the festival. This year the schedule is being enhanced and will be a high-quality, full-color, brochure style publication. *Time is running out so show your support by advertising in the NEW Zeeland Pumpkinfest brochure!*

Check the box for the ad size you would like to have.

- | | | | |
|--------------------------|-----------|--------|-----------------|
| <input type="checkbox"/> | Full Page | \$1299 | 5.5"w x 10" h |
| <input type="checkbox"/> | 1/2 Page | \$799 | 5.5"w x 5" h |
| <input type="checkbox"/> | 1/4 Page | \$499 | 5.5"w x 2.5" h |
| <input type="checkbox"/> | 1/8 Page | \$299 | 2.75"w x 2.5" h |

Please email high-resolution ad (300dpi) in jpeg, pdf or TIFF format to carla@cmfmarketing.com by **August 6, 2012**. If you have questions or need assistance producing your ad please contact Carla Flanders at 616.893.5459.

Sponsorship:

Sponsorship is what helps the festival continue to provide a multitude of quality, family-friendly events for free to the community. Without this vital piece of the pie, Pumpkinfest could not survive. Whether you're an individual wanting to give \$5-\$20 or a business with more resources, Pumpkinfest welcomes any type of financial or event support. Please take a moment to review the sponsorship opportunities below.

Visionary Sponsor - \$1,000+

- Business logo at premium level on promotional materials including 20,000 brochures, 6,200 direct mail pieces, schedule of event posters and event specific print items where applicable.
- Logo recognition at premium level on website.
- Business mention during pre-event promotions (ie radio interviews, event specific communications, press releases).
- Four passes to Entertainment Event.
- Two complimentary Pumpkinfest T-shirts.

Advocate Sponsor - \$500 - \$999

- Business listing on promotional materials including 20,000 brochures, 6,200 direct mail pieces, schedule of event posters and event specific print items where applicable.
- Business listing on website.
- Two passes to Entertainment Event.
- One complimentary Pumpkinfest T-shirt

Contributor - In-Kind-\$499

- Business listing on promotional materials including 20,000 brochures, 6,200 direct mail pieces, schedule of event posters and event specific print items where applicable.
- Business listing on website.

Friends of Pumpkinfest Sponsor (Individuals Only)- Any cash amount is welcome!

- Name of "Friend" will be listed inside Pumpkinfest brochure.
- As a Friend you will receive a complimentary Pumpkinfest gift.
- Be invited to an exclusive Friends of Pumpkinfest event.

Event Support:

Pumpkinfest is looking for businesses and individuals that are interested in supporting a specific event either financially, by volunteering or through product donations. Please let us know your level of interest when you fill out the form below.

Volunteer:

Pumpkinfest is possible because of the many volunteers that lend a helping hand. We couldn't do it without them! Please consider volunteering as an individual or as a group prior to or during Pumpkinfest. Volunteer opportunities may include assisting with downtown decorations, set up and take down, parade marshal, logistics, etc.

YES, we would like to participate!

Please fill out the necessary information below as it relates to your level of participation. After completing the form please fax back to Attn: Pumpkinfest at 616.772.0065 or mail back to the address listed below.

Company Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Ad Placement:

Ad Amount (based on ad sizes above): \$ _____

Sponsorship:

Contribution Amount: \$ _____

Event Support:

Name of Event or Write "Any": _____

Volunteer:

Name of Event or Write "Any": _____

Times/Dates Available: _____

Payment Method:

Check Enclosed: yes no

Checks payable and mailed to: "Zeeland Pumpkinfest"

Invoice us: yes no

Credit Card Information:

Name on card if different from above: _____

Number _____

Exp: _____ 3 digit code on back: _____

For general information or questions please contact Carla Flanders at carla@cmfmarketing.com or 616.893.5459.