



JULY 14 | 15 | Grass Lake Traffic Jam'In 2023

SPONSORSHIP OPPORTUNITIES



Grass Lake Traffic Jam 'In

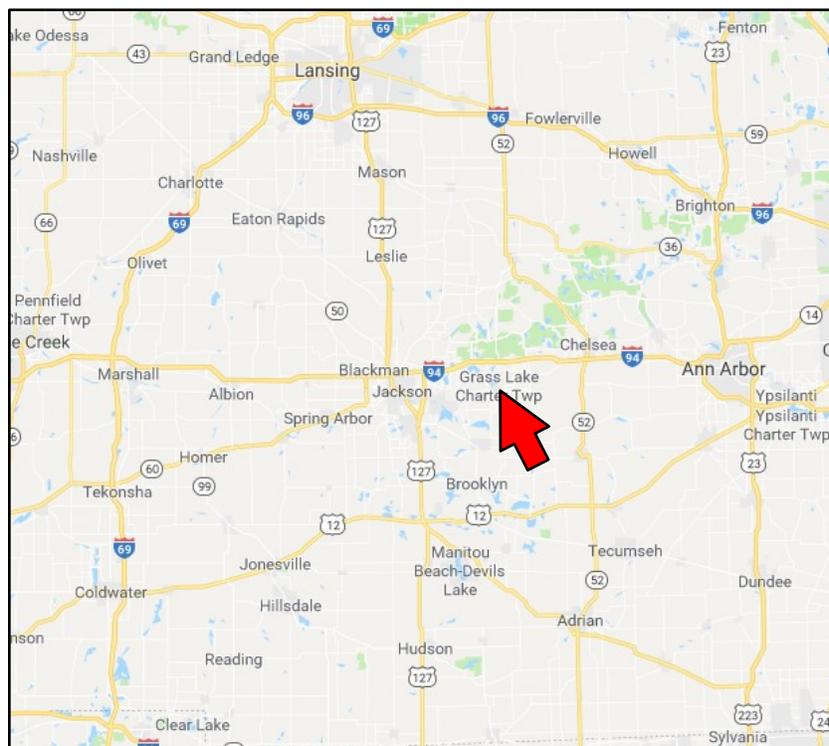
About Grass Lake

Grass Lake is Jackson county's fastest growing community. Located between Ann Arbor and Jackson, it has easy access to the Detroit area and Metro Airport, the University of Michigan, Michigan State University, Spring Arbor University and several other colleges and community colleges.

Nearby are several golf courses, Michigan International Speedway, hospitals, plus entertainment, recreation, and restaurants. Residents live amidst farmlands, woodlands, and lakes, making it a desirable community to raise a family or enjoy life in a rural setting.

Grass Lake has experienced rapid growth in recent years including a new high school and several housing developments. This year Grass Lake will welcome new residential development, a new medical campus, plus other exciting additions to the community!

Grass Lake is truly "A Great Place to Call Home".





Grass Lake Traffic Jam'In

Grass Lake Traffic Jam'In festival brings visitors from all over Jackson and Washtenaw Counties!

What is Traffic Jam'In?

Beginning in 2009 the festival combined a car show with live music. Every year since, Traffic Jam'In has grown to include numerous family oriented events and attractions, nationally touring music groups, a variety of food and other vendors, and a certified 5K run/walk.



Traffic Jam'In Charities and Community Involvement

Hometown values abound in this community-centric festival. Each year dozens of volunteers from local non-profit groups and the community take on the challenge of organizing, building, and managing this event. 100% of proceeds after expenses go to these groups. This year Traffic Jam'In will provide funds for more than a half dozen local non-profit and charitable organizations.

Growth and Success

Each year the number of visitors has increased, providing welcomed exposure to the local businesses. This year the number of attendees over the two day festival is expected to exceed 10,000.

Music, amusement, fitness, community involvement, and charity come together to make Traffic Jam'In a unique and memorable event for all who attend.



Thank You!

Your sponsorship is vital to the growth of Traffic Jam'In and its ability to raise funds for the non-profits it supports.

Thank you for your consideration, we look forward to working with you this year!



Grass Lake Traffic Jam'in

SPONSORSHIP LEVELS



Festival Title Sponsor \$7,500

This is an exclusive sponsorship reserved for one entity that includes:

- Distinct recognition on all marketing and advertising
- 10 Complimentary 5K Run/Walk entries
- Recognition during opening ceremonies
- Frequent, prominent recognition throughout the event by the festival MC
- Access to entertainers, backstage and VIP areas, for up to eight people
- Multi-year sponsorship arrangements available

\$5000 Entertainment Sponsor (5)

Semi-exclusive sponsorships available that include:

- Recognition on radio promotions
- Corporate name and logo on prominent entertainment banners and posters
- Recognition during opening ceremonies
- Frequent recognition throughout the 2-day event by the festival MC
- Access to entertainers, backstage and VIP areas for up to 6 people

\$2500 Event Sponsor (Availability Varies)

Event Sponsorships support individual events. This level includes:

- Recognition on radio promotions
- Corporate name and logo on event banners and posters
- Recognition during opening ceremonies
- Frequent recognition throughout the festival by the festival MC
- Access to backstage and VIP areas and amenities for up to 4 people

\$2500 5K Sponsor (Availability Limited)

- Recognition on radio, TV, and print promotions
- Corporate name and logo on banners, posters, race shirt, and medal.
- Recognition during opening ceremonies
- Frequent recognition throughout the festival by the festival MC
- Access to VIP tent and amenities for up to four people
- 4 free 5K race entries

\$1000 Gold Sponsor

This level supports a variety of Festival activities and includes:

- Corporate logo on select banners and posters
- Recognition throughout the festival by the festival MC
- Access to VIP area and amenities for two people

\$250 Bronze & \$500 Silver Sponsorship

This level supports a variety of festival activities and includes:

- Corporate logo on select banners and posters
- Recognition throughout the festival by the festival MC

\$500 5K Race Sponsor

- Recognition in social media marketing
- Logo on race shirt
- Recognition on race day by the festival MC

\$250 5K Race Sponsor

- Recognition in social media marketing
- Logo on race shirt



Grass Lake Traffic Jam'In

2023 SPONSORSHIP FORM

Business Name			
Business Address			
Contact Name			
Contact Phone			
Contact Email			
Sponsorship Level (Circle one or more)	Title \$7,500 Gold \$1,000 \$500 5K Race	Entertainment \$5,000 Silver \$500 \$250 5K Race	Event / 5K \$2,500 Bronze \$250
VIP Access (\$1000+ Sponsors)	Number Attending	Friday _____	Saturday _____
		Both Days _____	

ADMINISTRATIVE USE ONLY

CHECK #	DATE RECEIVED	AMOUNT
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Payment and logo/artwork due by May 25, 2023.

Make check and mail to: Grass Lake Traffic Jam'In, 495 South St. Grass Lake, MI 49240

For questions contact Joe DeBoe: ghostriderdj@gmail.com

Send logo/artwork to Marc Cuddie: mc@relay45.com

Please note that all sponsorships or monies received are non-refundable and will be considered donations to the participating non-profit organizations involved in this event.

Sponsor Signature

Date

Traffic Jam'In Representative

Date

Grass Lake Traffic Jam'In is sanctioned by the Grass Lake Regional Chamber of Commerce, a 501(c)(6) non profit organization.
Our mission is to promote community growth and involvement while benefiting local non-profit organizations.