



**JULY**  $\frac{12}{13}$  | Grass Lake Traffic Jam'In 2024

SPONSORSHIP OPPORTUNITIES



# Grass Lake Traffic Jam 'In

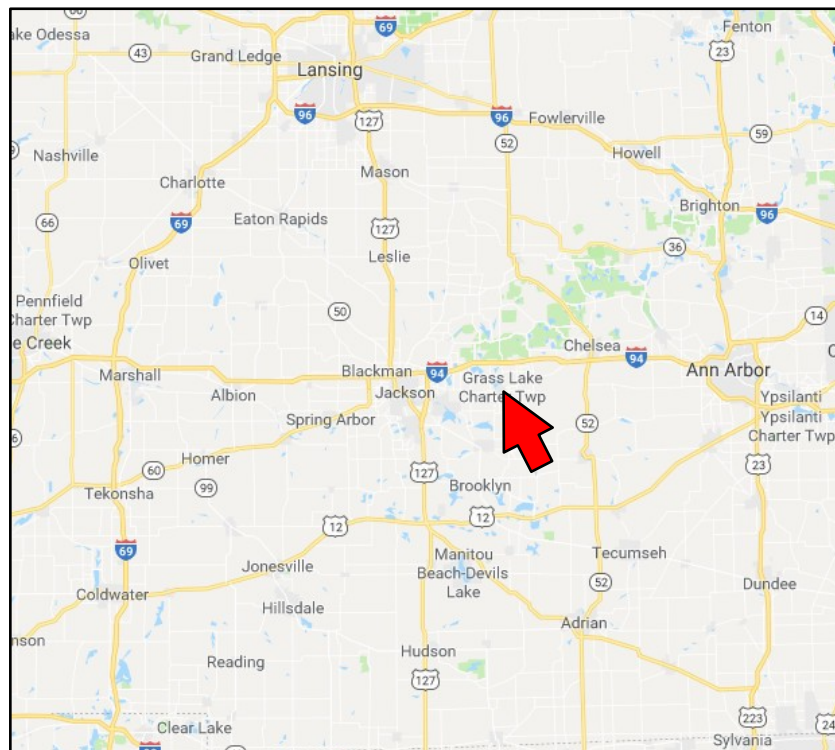
## About Grass Lake

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 is on the verge of experiencing new growth, which includes a new medical campus, new businesses, new residential projects, and exciting additions to the downtown area.

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 craft vendors, and a 5K run/walk.



## Traffic Jam'In Community Involvement

Hometown values abound in this community-centric festival. Each year dozens of volunteers from local non-profit groups and the community organize, build, and managing this event. 100% of proceeds after expenses go to these groups.

## 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**

**SOLD**

Exclusive sponsorship reserved for one entity including:

- Large custom sign mounted center stage
- Logo on all banners, web, & printed material
- Special recognition during opening ceremonies
- Frequent recognition by the festival MC
- Recognition on all broadcast and social media
- Introduction with festival MC on stage
- 10 Complimentary 5K Run/Walk entries
- VIP backstage access for 8 people

*Plus special VIP perks!*

**SOLD**

### **\$5000 Main Event Sponsor**

- Only 2 Main Event Sponsorships available!
- Recognition on web/radio/print promotions
- Logo on all banners and print media
- Prominent placement on large stage banner
- Special recognition as headliner band sponsor
- Opening ceremonies recognition
- Frequent recognition by the festival MC
- VIP backstage access for 6 people
- 6 T-Shirts

### **\$2500 5K Sponsor**

- Recognition on web/radio/print promotions
- Logo on banners, posters, race shirt
- Logo placement on race finisher medal
- Opening ceremonies recognition
- Frequent recognition by the festival MC
- VIP backstage access for 4 people
- 4 free 5K race entries

### **\$500 5K Race Sponsor**

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

### **\$250 5K Race Sponsor**

- Recognition in social media marketing
- Logo on race shirt

### **\$1000 Gold Kids Area Sponsor**

- Logo on select banners/printed material
- Exclusive sponsor sign in Kids Area
- Recognition by the festival MC
- VIP backstage access for 2 people
- 2 T-Shirts

### **\$500 Silver Kids Area Sponsor**

- Logo on select banners/printed material
- Recognition by the festival MC
- 1 T-Shirt

### **\$250 Bronze Kids Area Sponsor**

- Logo on select banners/printed material
- 1 T-Shirt

### **\$2500 Event Sponsor**

- Recognition on web/radio/print promotions
- Logo on stage banners and posters
- Opening ceremonies recognition
- Frequent recognition by the festival MC
- VIP backstage access for 4 people
- 4 T-Shirts

### **\$1000 Gold Sponsor**

- Logo on stage banners / printed material
- Recognition by the festival MC
- VIP backstage access for 2 people
- 2 T-Shirts

### **\$500 Silver Sponsor**

- Logo on select banners/printed material
- Recognition by the festival MC
- 1 T-Shirt

### **\$250 Bronze Sponsor**

- Logo on select banners/printed material
- 1 t-Shirt

### **\$1000 Car Show Sponsor**

- Logo on select banners/printed material
- Logo on Car Show Flyer
- Recognition by the festival MC
- VIP backstage access for 2 people
- 2 T-Shirts

### **\$500 Car Show Sponsor**

- Logo on select banners/printed material
- Recognition by the festival MC
- 1 T-Shirt

### **\$250 Car Show Sponsor**

- Logo on select banners/printed material
- 1 T-Shirt





# Grass Lake Traffic Jam 'In

## SPONSORSHIP LEVELS

### Festival Title Sponsor \$7,500

**SOLD**

Exclusive sponsorship reserved for one entity including:

- Large custom sign mounted center stage
- Logo on all banners, web, & printed material
- Special recognition during opening ceremonies
- Frequent recognition by the festival MC
- Recognition on all broadcast and social media
- Introduction with festival MC on stage
- 10 Complimentary 5K Run/Walk entries
- VIP backstage access for 8 people

Plus special VIP perks!

**SOLD**



### \$5000 Main Event Sponsor

- Only 2 Main Event Sponsorships available!
- Recognition on web/radio/print promotions
- Logo on all banners and print media
- Prominent placement on large stage banner
- Special recognition as headliner band sponsor
- Opening ceremonies recognition
- Frequent recognition by the festival MC
- VIP backstage access for 6 people
- 6 T-Shirts

### \$2500 5K Sponsor

- Recognition on web/radio/print promotions
- Logo on banners, posters, race shirt
- Logo placement on race finisher medal
- Opening ceremonies recognition
- Frequent recognition by the festival MC
- VIP backstage access for 4 people
- 4 free 5K race entries



### \$2500 Event Sponsor

- Recognition on web/radio/print promotions
- Logo on stage banners and posters
- Opening ceremonies recognition
- Frequent recognition by the festival MC
- VIP backstage access for 4 people
- 4 T-Shirts

### \$500 5K Race Sponsor

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



### \$250 5K Race Sponsor

- Recognition in social media marketing
- Logo on race shirt

### \$1000 Gold Sponsor

- Logo on stage banners / printed material
- Recognition by the festival MC
- VIP backstage access for 2 people
- 2 T-Shirts

### \$1000 Gold Kids Area Sponsor

- Logo on select banners/printed material
- Exclusive sponsor sign in Kids Area
- Recognition by the festival MC
- VIP backstage access for 2 people
- 2 T-Shirts



### \$500 Silver Sponsor

- Logo on select banners/printed material
- Recognition by the festival MC
- 1 T-Shirt

### \$500 Silver Kids Area Sponsor

- Logo on select banners/printed material
- Recognition by the festival MC
- 1 T-Shirt

### \$250 Bronze Sponsor

- Logo on select banners/printed material
- 1 t-Shirt

### \$250 Bronze Kids Area Sponsor

- Logo on select banners/printed material
- 1 T-Shirt



### \$1000 Car Show Sponsor

- Logo on select banners/printed material
- Logo on Car Show Flyer
- Recognition by the festival MC
- VIP backstage access for 2 people
- 2 T-Shirts

### \$500 Car Show Sponsor

- Logo on select banners/printed material
- Recognition by the festival MC
- 1 T-Shirt

### \$250 Car Show Sponsor

- Logo on select banners/printed material
- 1 T-Shirt



# Grass Lake Traffic Jam'In

## 2024 SPONSORSHIP FORM

Business Name			
Business Address			
Contact Name			
Contact Phone			
Contact Email			
Main Festival	Car Show	Kids Events	5K Race
Title: \$7,500 Main Event: \$5,000 Gold: \$1,000 Silver: \$500 Bronze: \$250	Gold: \$1000 Silver: \$500 Bronze: \$250	Gold: \$1000 Silver: \$500 Bronze: \$250	Title: \$2500 Gold: \$1000 Silver: \$500 Bronze: \$250
VIP Access (\$1000+ Sponsors)	Friday Number Attending: _____ T-Shirt Qty: XS _____ S _____ M _____ L _____ XL _____ XXL _____	Saturday Number Attending: _____ T-Shirt Qty: XS _____ S _____ M _____ L _____ XL _____ XXL _____	Both Days Number Attending: _____ T-Shirt Qty: XS _____ S _____ M _____ L _____ XL _____ XXL _____

ADMINISTRATIVE USE ONLY

CHECK #	DATE RECEIVED	AMOUNT
---------	---------------	--------

Payment and logo/artwork due by May 25, 2024.

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](mailto:ghostriderdj@gmail.com)

Send logo/artwork to Marc Cuddie: [mc@relay45.com](mailto: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.