39th Annual
Christmas in Ida Festival
and
Parade of Lights

2021 Presenter and Entertainment Partnership Opportunities

December 3 – 4, 2021

Where New Traditions and Family Memories Begin
An Invitation

The 39th Annual Christmas in Ida Festival continues the tradition of wholesome family entertainment that has become a Midwest destination attracting over 48,000 visitors during the weekend event.

To provide maximum marketing benefits, we offer many opportunities to become a presenting partner that will showcase your company in an event title or as an entertainment partner. Partnership packages offer over 10 million potential media contacts through television, radio, magazines, newspaper, social media, and includes a display/marketing space in the French window double door partner tent, which is warm, open, festive and generates high visitor traffic. All partner programs can be built to meet your media and financial requirements as well as co-op with two or more partners of your choice.

The festival will present the Christmas in Ida Family Concert Series, beginning on Friday night, with the Commemorative Concert and Saturday, headlining with a Country Music Concert and the popular Young Country Music Concert. Featuring national headliner artists, the concerts are professionally produced and are free to festival visitors.

The Christmas in Ida Festival is a member of the Monroe County Community Foundation. Contributions that are made through the Foundation will qualify as a charitable contribution as a 501 (c) (3) organization and receive full income tax credits.

We hope you can join us at the 39th Annual, Christmas in Ida Festival and Parade of Lights, where new family traditions and family memories begin.
Christmas in Ida Concert Series
Featuring National Headliner Country Concerts and Commemorative Concerts

- LITTLE TEXAS: 2012, 2014
- KEITH ANDERSON: 2013
- COLLIN RAYE: 2017
- RESTLESS HEART: 2015
- JOSH GRACIN: 2018
- SHELAGH BROWN: 2011
- ALLAN JACKSON: Pre-Recorded 2020

25th Anniversary National Tour
2016 National Television Production with Andy Ross
Past concerts have featured national artists Booboo Stewart, Jasmine, Savannah Outen, Drew Seeley, Joey Page, Savvy and Mandy, EverLife, JUMP 5, KeKe Palmer, Wannabees-SAVVY, Taylor Taylor, Macy Kate, New Hollow, Claudia Paddy, Kari Lynch, Kelsie May and Faren Rachels
Regional Entertainment
Professionally Produced National Headliner
Entertainment

Concert Attendance 15,000
Partners Tent
Downtown Holiday Festivities

Craft Vendor Shows  Food Vendors  Sled Race  Santa's Zoo  Welcome Tent  Media
Chicken Bowling  Mobile Video Arcade  Santa & Mrs. Claus  Outdoor Theater  Holiday Hounds on Parade
Helicopter Rides  Holiday Art  Carriage Rides  Ice Sculpting  Fireworks

MPACT Television and Internet Production
Special Guests
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<th>Event</th>
<th>Time</th>
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<tr>
<td>Downtown Entertainment</td>
<td>6:30</td>
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<tr>
<td>Commemorative Concert</td>
<td>7:00</td>
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<tr>
<td><strong>Friday Dec. 3, 2021</strong></td>
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<tr>
<td>Downtown</td>
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<td>Regional Artists</td>
<td>12:15</td>
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<tr>
<td>Flurry of Fantastic Family Festivities Show</td>
<td>12:50</td>
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<tr>
<td>Private Partner Reception With Stars of the Concerts</td>
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<tr>
<td>Regional Artists</td>
<td>1:25</td>
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<tr>
<td>Miss Monroe County Performance</td>
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<tr>
<td>Holiday Hounds on Parade</td>
<td>3:00</td>
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<tr>
<td>Festival Prince and Princess Crowning</td>
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<tr>
<td>Flurry of Fantastic Family Festivities Show</td>
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<td>Partner Introductions and Recognition</td>
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<td>Regional Artists</td>
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<tr>
<td>Young Country Music Concert</td>
<td>4:00</td>
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<tr>
<td>Country Music Concert</td>
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<tr>
<td>Public Autograph Signing By the Stars of the Young Country Concert</td>
<td>4:50</td>
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<td>Fireworks</td>
<td>6:30</td>
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<tr>
<td>Pre-Parade Show at Television Stage</td>
<td>6:30</td>
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<tr>
<td>Parade of Lights</td>
<td>7:00</td>
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</tbody>
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In-title Platinum Presenting Partner

Platinum “Presenting” Entertainment Partner Events Include Country Music Concerts, Parade of Lights, Fireworks
(all in-title events listed on page 16)

Included Benefits

❖ "Presents" recognition signage on concert stage, partner introductions on stage during shows, and recognition on festival promotions
❖ Company logo on banner displayed on concert stage and/or other titled event, company introductions throughout the day
❖ “Presents” recognition on all festival communications
❖ Opening and closing recognition on network and/or cable television and internet production of the Parade of Lights
❖ Recognition during Parade of Lights by parade and television announcers
❖ “Presents” recognition in 6 newspaper ads
❖ “Presents” recognition in 27 newspaper, radio, and television news releases
❖ Company logo in brochures, restaurant placemats and the official Christmas in Ida website
❖ Linking of company logo from Christmas in Ida website to your company website
❖ Recognition Radio Media
❖ Pre-recorded company greeting heard throughout downtown district during festival from three locations
❖ 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
❖ Ten (10) tickets to the “Stars of the Concert Private Reception
❖ Additional Benefits to be announced, as determined

Company ____________________________________ Address _____________________________________________
City ________________________
State____________________ Zip Code___________________ Telephone (O)_________________________ Cell (C) ____________________

Agreed by ________________________ Date ____________________  Investment: $5000
In-title “Presenting” Partner of the Cable Television and Internet Production of the Parade of Lights

“Brought to you by…..”

Opening and closing recognition on network and/or cable television and internet production of the Parade of Lights

(all in-title events listed on page 16)

Included Benefits

❖ Opening and closing recognition on network and/or cable television and internet production of the Parade of Lights
❖ "Presents" recognition signage on concert stage, partner introductions on stage during shows, and recognition on festival promotions
❖ Company logo on banner displayed on concert stage and/or other titled event, company introductions throughout the day
❖ “Presents” recognition on all festival communications
❖ Recognition on cable television and world-wide internet production of the Parade of Lights
❖ Recognition during Parade of Lights by parade and television announcers
❖ “Presents” recognition in 6 newspaper ads
❖ “Presents” recognition in 27 newspaper, radio, and television news releases
❖ Company logo in brochures, restaurant placemats and the official Christmas in Ida website
❖ Linking of company logo from Christmas in Ida website to your company website
❖ Recognition Radio Media
❖ Pre-recorded company greeting heard throughout downtown district during festival from three locations
❖ 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
❖ Ten (10) tickets to the “Stars of the Concert Private Reception
❖ Additional Benefits to be announced, as determined

Company ____________________________________ Address ________________________________________
City ________________________________________ State____________________ Zip Code___________________
Telephone (O) ____________________ Cell (C)  _______________________
Agreed by ________________________ Date ____________________

Investment: Please call for Details
In-title “Presenting” Partner Young Country Concert Stars Public Meet and Greet
(all in-title events listed on page 16)

After Young Country Concert, the “Presenting” Partner will host the stars of the concert at a public meet and greet for autographs and photos
(all equipment and host sign provided by festival)

Included Benefits

❖ Opening and closing recognition on network and/or cable television and internet production of the Parade of Lights
❖ "Presents” recognition signage on concert stage, partner introductions on stage during shows, and recognition on festival promotions
❖ Company logo on banner displayed on concert stage and/or other titled event, company introductions throughout the day
❖ “Presents” recognition on all festival communications
❖ Recognition on cable television and world-wide internet production of the Parade of Lights
❖ Recognition during Parade of Lights by parade and television announcers
❖ “Presents” recognition in 6 newspaper ads
❖ “Presents” recognition in 27 newspaper, radio, and television news releases
❖ Company logo in brochures, restaurant placemats and the official Christmas in Ida website
❖ Linking of company logo from Christmas in Ida website to your company website
❖ Recognition Radio Media
❖ Pre-recorded company greeting heard throughout downtown district during festival from three locations
❖ 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
❖ Eight (8) tickets to the “Stars of the Concert Private Reception
❖ Additional Benefits to be announced, as determined

Company ____________________________________ Address ________________________________________
City ________________________
State____________________ Zip Code___________________ Telephone (O) ____________________ Cell (C) ________________

Agreed by ________________________Date ____________________ Investment: $3500
In-title Gold Presenter Entertainment Partner
(all in-title events listed on page 16)

Included Benefits

❖ "Presents" recognition signage on concert stage, partner introductions on stage during shows, and recognition on festival promotions
❖ Company logo on banner displayed on concert stage and/or other titled event, company introductions throughout the day
❖ “Presents” recognition on all festival communications
❖ Recognition on cable television and world-wide internet production of the Parade of Lights
❖ Recognition during Parade of Lights by parade and television announcers
❖ “Presents” recognition in 6 newspaper ads
❖ “Presents” recognition in 27 newspaper, radio, and television news releases
❖ Company logo in brochures, restaurant placemats and the official Christmas in Ida website
❖ Linking of company logo from Christmas in Ida website to your company website
❖ Recognition Radio Media
❖ Pre-recorded company greeting heard throughout downtown district during festival from three locations
❖ 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
❖ Eight (8) tickets to the “Stars of the Concert Private Reception”
❖ Additional Benefits to be announced, as determined

Company ____________________________________ Address _____________________________________
City ________________________
State____________________ Zip Code_________________ Telephone (O) ____________________ Cell (C) _______________________

Agreed by ________________________ Date ____________________

Investment: $2500
In-title “Presenting” Partner Platinum and Gold Events Listings

**Presenter** In-Title Platinum Level
- Parade of Lights – **Committed**
- Family Concert Series - **Committed**
- Young Country Music Concert - **Pending**
- Country Music Concert -- **Pending**
- Fireworks - **Committed**

**Network and / or Cable Television Production**
- “Brought to you by………………” - **Pending**

**Stars of the Concert Public Meet and Greet**
- Meet and Greet Stars of Pop Music Concert - **Pending**

**“Presenter” In Title Gold Level**
- Friday Night Downtown Entertainment
- Holiday Sled Race -
- Holiday Arts on the Avenue -
- Flurry of Fantastic Family Festivities Show - **Pending**
- Friday Night Commemorative Concert -
- Indoor Craft and Vendor Show, 2 Locations - **Pending**
- Ida Christmas Mall – **Committed**
- Holiday Hounds on Parade -- **Committed**
- Santa’s Zoo – **Pending**
- Ice Sculpting –
- Partners Tent Host –
- Warming Tent Host -
- Christmas in Ida Outdoor Theater -
Silver Entertainment Partner

Included Benefits

❖ "Presents" recognition signage on concert stage, partner introductions on stage during shows, and recognition on festival promotions
❖ Company logo on banner displayed on concert stage and/or other titled event, company introductions throughout the day
❖ “Presents” recognition on all festival communications
❖ Recognition on cable television and world-wide internet production of the Parade of Lights
❖ Recognition during Parade of Lights by parade and television announcers
❖ “Presents” recognition in 6 newspaper ads
❖ “Presents” recognition in 27 newspaper, radio, and television news releases
❖ Company logo in brochures, restaurant placemats and the official Christmas in Ida website
❖ Linking of company logo from Christmas in Ida website to your company website
❖ Recognition Radio Media
❖ Pre-recorded company greeting heard throughout downtown district during festival from three locations
❖ 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
❖ Six (6) tickets to the “Stars of the Concert Private Reception
❖ Additional Benefits to be announced, as determined

Company ____________________________________ Address ________________________________________
City ________________________ State____________________ Zip Code___________________
Telephone (O) ____________________ Cell (C) _______________________

Agreed by ________________________Date ____________________

Investment: $1500
Bronze Entertainment Partner

Included Benefits

❖ "Presents" recognition signage on concert stage, partner introductions on stage during shows, and recognition on festival promotions
❖ Company logo on banner displayed on concert stage and/or other titled event, company introductions throughout the day
❖ “Presents” recognition on all festival communications
❖ Recognition on cable television and world-wide internet production of the Parade of Lights
❖ Recognition during Parade of Lights by parade and television announcers
❖ “Presents” recognition in 6 newspaper ads
❖ “Presents” recognition in 27 newspaper, radio, and television news releases
❖ Company logo in brochures, restaurant placemats and the official Christmas in Ida website
❖ Linking of company logo from Christmas in Ida website to your company website
❖ Recognition Radio Media
❖ Pre-recorded company greeting heard throughout downtown district during festival from three locations
❖ 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
❖ Four (4) tickets to the “Stars of the Concert Private Reception
❖ Additional Benefits to be announced, as determined

Company ____________________________________ Address ________________________________________City ________________________
State____________________ Zip Code____________________ Telephone (O) ____________________ Cell (C) _______________________

Agreed by ________________________ Date ____________________ Investment $1000
2020 Presenting Partners

DTE Energy
Parade of Lights

La-Z-Boy, Inc
Family Christmas Concert Series

Meijer
Country Music Concert

D & P Communications
Celebrating 37 Years of Christmas in Ida
A Historical Documentary

Bakers Propane Gas & Welding Supplies and ACE Hardware
Outdoor Theater
2020 Presenting Partners

Monroe Dodge Chrysler Jeep Superstore
  Pre-recorded Country Music Concert

First Merchant Bank
Friendly Ford – Lincoln
ProMedica Monroe Regional Hospital
Monroe County Community College
STAR Towing and Recovery
Knabusch Insurance Service
Wolverine Toyota
Monroe News
  Family Christmas Fireworks Show

Patriot Group
  Food Court

Allen Chevrolet – Cadillac
  Welcome Tent
2020 Presenting Partners

Philbeck Foundation
   *The Polar Express*

Holcim US Inc
   *Elf*

Culligan of Ida
   *Santa Comes to Town*

Graphics Guy & Grammar Girl
   *Santa’s Zoo*

Duke Farms
   *Host Santa’s Zoo*

Monroe County Library System – Ida Branch
   *Story Time with Mrs. Claus*
2020 Entertainment Partners

Mall of Monroe
Monroe County Community Credit Union
Stoneco
Michigan CAT
ITC Holdings
Carl’s Hide-A-Way
MPACT/REWIND 94.3
Tiger Quill Images, LLC

Rep. Joe Bellino
Michigan Gas
Rep. T C Clements
Zorn's Service Inc.
Dennis Portable Toilets
David Arthur Consultants, Inc

Senator Dale W. Zorn
Stevens Disposal and Recycling Service, Inc.
Family Medical Center of Michigan
Monroe County Convention and Tourism
Ida Farmers Co-Op
Ida Township Board
Monroe County Road Commission
Christmas in Ida Board of Directors

Dale W. Zorn
Executive Director

Sue Pickens
Chairperson

Carl Cramer
Downtown Manager

Lisa Opfermann
Craft Show Co-Chairperson

Ron Iott
Downtown Coordinator

Bob Knabusch
Parade Chairman

Laurie Sherman
Craft Show Co-Chairperson

Cindy Zorn
Entertainment Coordinator

Kim Kaus-Wirth
Craft Show Co-Chairperson

Kelly Gotha
Partner Tent Chairman

Kim Diven
Ida Christmas Mall

Jim Gotha
Partner Tent Coordinator

Cheryl Wassus
Holiday Hounds on Parade Director

Nicole Galloway
Treasurer

Cathy Stong
Social Media

Diane Cramer
Trustee

Holden Turner
Trustee