

Christmas in Ida
A Division of the
Ida Civic Club

The Christmas in Ida Festival cordially invites you to become a sponsor of the **39th Annual Christmas in Ida Festival** to be held Dec. 3 – 4, 2021. Event organizers are planning a spectacular family Christmas celebration that will include national and international entertainment and welcome an estimated 48,000 visitors to the Village of Ida.

Sponsorship Levels and Benefits Include:

Children's Lunch with Santa:

Monetary or small goodies donated to be included in a gift package for 300 children who attend the Children's Lunch with Santa (sponsor may include their logo or name on each piece)

Corporate Sponsors:

- **Gingerbread** **\$ 100.00**
- **North Pole** **\$ 250.00**

Benefits Include:

- Corporate level advertising in four newspapers, brochures and restaurant placemats distributed at businesses, hotels, restaurants, and tourism locations (estimated contacts: 145,000)
- Friday night reception at St. Joseph Catholic Church Hall after the Commemorative Concert (8:00 pm)

Major Sponsor:

- **Sugar Plum** **\$500.00**

Benefits Include:

- Name listing on the Christmas in Ida website (estimated contacts 1.8 million, on site for 1 year)
- Corporate level advertising in four newspapers, brochures and restaurant placemats distributed at businesses, hotels, restaurants, and tourism locations (estimated contacts: 145,000)
- Friday night reception at St. Joseph Catholic Church Hall after the Commemorative Concert (8:00 pm)

Radio Sponsor:

- **K100 Country-Toledo, Nash Icon -Monroe, Q105 - Toledo** **\$ 350.00**

NOTE: Limited to first 6 respondents

Benefits Include

- 69 radio spots over a six-day schedule week before event (**estimated contacts: 4.0 million**)
- Name listing on the Christmas in Ida website (estimated contacts 1.8 million)
- Corporate level advertising in four newspapers, brochures and restaurant placemats distributed at businesses, hotels, restaurants, and tourism locations (estimated contacts: 145,000)

Sponsorship Deadline for all Included Benefits

Due to advertizing deadlines, **to receive all benefits and advertisements** including brochures, placemats, newspapers, and radio, applications and payment must be received no later than **Friday, Aug. 20, 2021.** Any sponsorship received **after Friday, Aug 20** will only be recognized in newspaper advertising.

To become an entertainment or in-title presenter partner, please contact Dale Zorn at dwz@d-pcomm.net

The Ida Civic Club is a non-profit organization. Thank you for your consideration.

Christmas in Ida Festival
Dale W. Zorn, Executive Director
(H) 734-269-6175

**Christmas in Ida
Sponsorship Application
2021**

Business Name _____
Contact Person _____
Mailing Address _____
City _____ State _____ Zip Code _____
Telephone _____ Fax _____
E Mail _____

Sponsorship

Children's Lunch (Explain) _____ (Value) \$ _____
(Children's Lunch contribution does not include any published benefits such as newspaper or brochures, and cannot be used in conjunction with Corporate, Major, or Radio levels)

Corporate Sponsor

Gingerbread \$100.00 _____

North Pole \$ 250.00 _____

Major Sponsor

Sugar Plum \$ 500.00 _____

Radio Sponsor

6 days 69 spots \$ 350.00 _____

In-Kind Contribution (material or service contributions) (Value) \$ _____

Please explain: _____

Total \$ _____

NOTE:

For entertainment or in-title presenter partnerships or Co-Op Sponsorship Opportunities, please contact Dale Zorn at dwz@d-pcomm.net or (h) 734-269-6175 or (c) 734-735-0576.

Deadline: **Friday, Aug. 20, 2021**

Payment can be made by check or credit card. Please make check payable to Christmas in Ida and return with this form. to:

Christmas in Ida, P. O. Box 27 Ida, Michigan 48140

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 a 501(c) (3) organization to receive full income tax credits.

For more information, please call Dale W. Zorn, Executive Director at (h) 734-269-6175 or (c) 734-735-0576

THANK YOU FOR YOUR SUPPORT OF CHRISTMAS IN IDA