

# Christmas in Ida

A Division of the  
Ida Civic Club

The Christmas in Ida Festival cordially invites you to become a sponsor of the **37<sup>th</sup> Annual Christmas in Ida Festival** to be held Dec. 6 – 7, 2019. 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** **\$ 325.00**

***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, July 12, 2019**. Any sponsorship received **after Friday, July 12** will only be recognized in newspaper advertising.

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

To become an entertainment or in-title presenter partner, please contact Dale Zorn at [dwz@d-pcomm.net](mailto:dwz@d-pcomm.net)

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

[www.christmasinida.com](http://www.christmasinida.com)

Member of the Michigan Festivals and Events Association

**Christmas in Ida  
Sponsorship Application  
2019**

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 \$ 325.00 \_\_\_\_\_

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](mailto:dwz@d-pcomm.net) or (h) 734-269-6175 or (c) 734-735-0576.

**Deadline: Friday, July 12, 2019**

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