

Tecumseh's 14th Annual  
**Ice Sculpture**  
 Jan 21 & 22, 2023 *festival*

Each year the Ice Sculpture Festival continues to grow. In 2022 there were 45 sculptures adorning the downtown area. Approximately 8,000 individuals enjoyed the display as well as shopping and dining in the local area. Commercials on TV13ABC and WTOL11, social media, newspaper ads, radio commercials and signage will be utilized for the marketing campaign. The sculptures range in price from \$200 - \$1200. The budget for the festival is \$15,000. Over 30 local businesses sponsor sculptures for the event. Please find below the different levels of sponsorship available.

**GOLD SPONSOR~\$2000 - \$2999**

- ❖ One complimentary double block Ice Sculpture of your choice displayed Downtown with signage indicating your sponsorship of the event.
- ❖ Prominent mentions on all social media posts and within events (reach of approximately 250,000 users).
- ❖ A time slot on the live WLEN radio remote on Friday Jan. 20, 2023.
- ❖ Plus all the benefits of the Silver Sponsorship.

**SILVER SPONSOR~\$1000 - \$1999**

- ❖ Mentions on various social media posts and within social media event.
- ❖ Plus all the benefits of the Bronze Sponsorship.

**BRONZE SPONSOR~\$500 - \$999**

- ❖ One complimentary single block Ice Sculpture of your choice displayed Downtown with signage indicating your sponsorship of the event.
- ❖ Your Business logo/name listed on posters - distributed throughout Lenawee and surrounding communities.
- ❖ Brochures - 1,000 printed and distributed before and at the festival.
- ❖ Sign for your business "Proud sponsor of the Tecumseh Ice Festival".

**PATRON SPONSOR~\$200**

- ❖ One complimentary single block Ice Sculpture of your choice displayed Downtown with signage indicating your sponsorship of the event.



The Summer Beach Party/Sand Sculpture Festival brings approximately 10,000 visitors into Tecumseh. We plan to have 4 sculptures (5 ton each) created on site in the downtown area. Each sculpture has a cost of approximately \$ 1200. A sidewalk chalk contest, cornhole tournament, scavenger hunt and shopping specials will also be part of the event. Posters, radio commercials, newspaper ads, signage, social media ads are all part of the marketing campaign. The budget for this festival is \$13,000. Please find below the different levels of sponsorship available.

**PLATINUM SPONSOR ~ \$3000 +**

- ❖ Name mentions in as many advertisements as space and time allows.
- ❖ Plus all the benefits of the Gold Sponsorship.

**GOLD SPONSOR ~ \$2000 - \$2999**

- ❖ Direct link to your website from the festival website page.
- ❖ Posters - distributed throughout Lenawee and surrounding communities.
- ❖ Mentions in social media and eblasts (reach of approximately 150,000 users).
- ❖ Plus all the benefits of the Silver Sponsorship.

**SILVER ~ \$1000 - \$1999**

- ❖ Name on banner by a sand sculpture.
- ❖ Plus all the benefits of the Bronze Sponsorship.

**BRONZE ~ \$500 - \$999**

- ❖ Posters - distributed throughout Lenawee and surrounding communities
- ❖ Plus all the benefits of the Patron Sponsorship.

**PATRON SPONSOR ~ \$100 - \$499**

- ❖ Sign for your business "Proud Sponsor of the Summer Beach Party/Sand Festival"
- ❖ Listed in Thank You ad of Tecumseh Herald

The larger events in our community are not possible without your continued support.

Commitment Deadlines:

**Summer Beach Party June 1, 2022**  
**Ice Sculpture Festival October 1, 2022**

**Summer Beach Party Sponsorship Levels:**

Platinum \$ \_\_\_\_\_  
Gold \$ \_\_\_\_\_  
Silver \$ \_\_\_\_\_  
Bronze \$ \_\_\_\_\_  
Patron \$ \_\_\_\_\_

**Ice Sculpture Festival Sponsorship Levels:**

Gold \$ \_\_\_\_\_  
Silver \$ \_\_\_\_\_  
Bronze \$ \_\_\_\_\_

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
Contact \_\_\_\_\_ Phone \_\_\_\_\_

Make checks payable to: City Of Tecumseh  
Questions please call Rhonda Nowak 517-424-6818  
Mail to: City of Tecumseh  
309 E. Chicago Blvd. Tecumseh, MI 49286



If your business is interested in Sponsorship for Appleumpkin Festival please contact Jan Fox at 517-423-3735. The sponsorship for Appleumpkin Festival is handled through a different process than the events listed in this brochure.

# DOWNTOWN TECUMSEH

2022



## EVENT SPONSORSHIP OPPORTUNITIES