# DOWNTOWN LAKE ORION Sponsorship OPPORTUNITIES 



## Be a 2023 Downtown Lake Orion Event Sponsor

Your friends at the Lake Orion Downtown Development Authority are excited for a year full of fun events that feature our Historic Downtown and wonderful business community. With these events come some amazing ways to get involved as a sponsor. Event sponsorship is not only a great way to give back to your community, but also an excellent way to promote your business.

The 2023 event calendar is full of exciting events and opportunities for local businesses to get involved. We are proud to announce that we are partnering with the Oxford DDA again for a number of events this year through our award-winning \#StrongerTogether Event Series. These events will have the benefit of providing sponsors outreach in both communities. Support from our sponsors will allow the Lake Orion DDA to continue to grow and improve our downtown as the Heart and Hub of the Orion Community.

## What you will receive

- Inclusion in the DDA Website Event Calendar600 Website Event Page views on average per month

■ Other websites our events are posted to include Oakland County Moms, Oakland County Times, All Events and Oakland Patch.

■ Peachjar Flyers to local schools for family events
■ Mentions on Social Media are a minimum of 4-5 posts per event:

- Facebook: Over 9,000 followers reaching over 245,000 per year
- Instagram: Over 3,500 followers reaching over 13,000 per year

■ Lake Orion Review full page, color ad-Approx. 3,000 households/businesses

■ ONTV Promotions-average of 16,000 channel views per month.

- Your logo included on event signage \& banners-Average of 1,500 views per day


■ Volunteer Hours will follow monetary level of sponsorship benefits based on the hourly rate of $\$ 28$ per person. Business/Organization will receive a thank you spotlight in the e-newsletter and during the event when applicable

- In-Kind Partnership and A La Carte Options follow monetary level of sponsorship benefits
- An invitation to our Annual Sponsor Reception featuring appetizers, beer and wine and live music.

All numbers are based on previous years' average statistics. Numbers may vary and are not guaranteed.

Sponsorships available on a first come, first served basis. Industry exclusivity may be available. Contact us for more information.

## What you need to provide

- In order to optimally promote your business, intent to participate is due as soon as possible.

■ Payment is due seven weeks prior to the event.
■ Please provide a high-resolution logo for your business, to incorporate into marketing materials (ai \& eps preferred).

- A link to your preferred social media and/or website will also be needed for promotional materials.

■ Presenting Event Level Sponsors should provide a short bio for their business


## Lake Orion <br> 

Wednesday Nights in Iuly \& August

July 1-September 3, 2022

| Promotional | ONTV |
| :--- | :--- |
| Occurrences | $\begin{array}{l}\text { Oakland To } \\ \text { Lake Orion } \\ \\ \\ \\ \\ \\ \\ \\ \text { DDA websi } \\ \text { Lake Orion } \\ \text { Orion Livin } \\ \text { Live mentio }\end{array}$ |
| Social Media | Facebook |

24 posts
20,862 reach (cross posts by 20 Front Street are an additional 31,000 )
Instagram
13 posts
Reach 6,364

Event Attendance

Print
100 Posters
4 A-Frames
2 oversized Banners
(Gazebo \& M-24)

|  | 24 posts <br> 20,862 reach (cross posts <br> by 20 Front Street are an <br> additional 31,000) <br> Instagram <br> 13 posts <br> Reach 6,364 |
| :--- | :--- |
| Event | 4,000 people total |
| Attendance | 100 Posters <br> 4 A-Frames <br> 2 oversized Banners <br> (Gazebo \& M-24) |
| Print |  |



# 2023 SPONSORSHIP LEVELS LOLive! Music Series 

## Lake Orion LIVC!

Wednesday Nights in Iuly \& August

## July 1-August 31, 2023

Mentions on social media event posts
Mentions live during event
Small logo on banner and A-frames

Same as Event Sponsor AND
Medium logo on Banner (instead of small)
Logo Link on DDA website event page
Recognition in DDA e-newsletters

> Same as Premier Event Sponsor AND
> Large logo on Banner (instead of medium) \& on A-Frames

ONTV Mentions live during event VIP seating

Same as Grand Event Sponsor AND

- Logo in print ad, posters, and Peachjar digital ad
- VIP seating with logo and reserved parking

X-Large Logo on Banner (instead of large) \& logo on M-24 banner

Eight LOLive Concert Dates from Wednesday Weekly 6:30-8pm: July 5, 12, 19, 26, August 2, 9, 16, 30

Please remit payment by May 15, 2023 to receive all sponsorship benefits.


September 30, 2022
Promotional Oakland TownshipLake Orion Patch DDA website and e-blasts
Lake Orion Review Orion Living Magazine PeachJar

Social Media Facebook 4 posts 512 reach
Instagram
1 posts
674 reach
Event
Attendance
Print
1 banner
3 napkin dispensers 100 posters

|  | 4 posts |
| :--- | :--- |
| 512 reach |  |
| Instagram |  |
| 1 posts |  |
| 674 reach |  |$|$|  | 250 people total |
| :--- | :--- |
| Event | 1 banner <br> 3 napkin dispensers <br> 100 posters |
| Print |  | Children's Park \& Gazebo



Sponsor Banners

Facebook Event Post Reach \& Responses

## 2023 SPONSORSHIP LEVELS Outdoor Movie Night

OUTDOOR Iovie NIGHT

EVENT SPONSOR
\$250
5 AVAILABLE

PREMIER EVENT SPONSOR $\$ 500$
4 AVAILABLE

GRAND EVENT SPONSOR $\$ 1000$
3 AVAILABLE

September 22, 2023, 7-9 pm


- Same as Premier Event Sponsor AND
- Large logo on Banner (instead of medium) \& on A-Frames
- Logo on Napkin Dispensers
- ONTV Mentions live during event

VIP seating and free popcorn

[^0]$$
1
$$

PRESENTING EVENT SPONSOR \$2000
2 AVAILABLE

A la Carte Options: $\$ 150$ glow jewelry, popcorn for 500 people.
Volunteers needed to work the DDA concessions table and assist with setup from 5 to 9 pm. Volunteer businesses receive one e-newsletter spotlight for their business/organization.

Please remit payment by August 4, 2023 to receive all sponsorship benefits.


## Halloween Extravaganza

October 19, 2022

| Promotional | ONTV <br> Occurrences <br> Oakland Township- <br> Lake Orion Patch <br> DDA website and <br> e-blasts <br> Lake Orion Review <br> Orion Living Magazine <br> Live mentions at event <br> PeachJar <br> Oakland County Moms <br> All Events |
| :--- | :--- |
| Social Media | Facebook <br> 11 posts <br>  |
| 40,693 reach <br> Instagram <br> 1 post |  |
| Event | 1,095 reach |
| Attendance | 1,000 people total |
| Print | 1 banner <br> 100 flyers <br> 4 |

Next Event: Wednesday, October 18, 2023 5 to 7 pm
Downtown Lake Orion and Children's Park



Facebook Event Post Reach \& Responses

17,381

## Halloween <br> Extravaganza

## 2023 SPONSORSHIP LEVELS Halloween Extravaganza

October 18, 2023, 5-7 pm

## In Kind <br> 30 AVAILABLE

EVENT SPONSOR
$\$ 250$
8 AVAILABLE

PREMIER EVENT SPONSOR
$\$ 500$
4 AVAILABLE

GRAND EVENT SPONSOR $\$ 1000$
3 AVAILABLE

Assigned space in Children's Park to set up a six-foot Table*
Bring approximately 3,000 pieces of candy to handy out

Set up 3:30-4:30 pm
Teardown begins at 7 pm

Mentions on Social Media event posts
Mentions live during event
Small logo on an event banner

## PERFORMERS

Same as Event Sponsor AND

- Medium logo on Banner (instead of small)

Logo Link on DDA website event page
Recognition in DDA e-newsletters

- Same as Premier Event Sponsor AND
- Large Logo on Banner (instead of medium) \& on A-Frames
- ONTV mentions live during event
*If your business needs space for more than one six-foot table, please contact the DDA Office. Examples include additional space for a display or activity.

Donations Accepted: Bags of candy, Glow Jewelry
Volunteers needed on Wednesday, October 18th from 5-7 pm to help host the DDA cider \& donut tent and to help set up from 2-5 pm. Donators and volunteers will receive one eNewsletter spotlight for your business/organization.

Please remit payment by August 30, 2023 to receive all sponsorship benefits.


November 17, 2022

| Promotional Occurrences | ONTV |
| :---: | :---: |
|  | Oakland Township- <br> Lake Orion Patch |
|  | DDA website and e-blasts |
|  | Lake Orion Review |
|  | Orion Living Magazine |
| Social Media | Facebook |
|  | 9 posts |
|  | 25,439 reach |
|  | Instagram |
|  | 2 posts |
|  | 1,429 reach |
| Event <br> Attendance | 2,500 people total |
| Print | 1 event banner |
|  | $1 \mathrm{M}-24$ banner |
|  | 3 napkin dispensers |
|  | 100 posters |
|  | 4 A-frames |
|  | 1500 Holiday Gift Guides |

Next Event: Thursday, November 16, 2023
5 to 7 pm
Inside Children's Park \& Gazebo


Sponsor Banner

## meijer grocery



 Genisys Where you come first.
 cookies \& Cream罗纕

E-newsletter

A-Frame \& PeachJar Flyer


## 2023 SPONSORSHIP LEVELS Sing \& Stroll

November 16, 2023, 5-7 pm

EVENT SPONSOR
\$250
5 AVAILABLE

PREMIER EVENT SPONSOR
\$500
4 AVAILABLE

GRAND EVENT SPONSOR
$\$ 1000$
3 AVAILABLE

PRESENTING
EVENT SPONSOR
\$2000
2 AVAILABLE

Mentions on Social Media event posts
Mentions live during event
Small logo on an event banner

Same as Event Sponsor AND
Medium logo on Banner (instead of small)
Logo Link on DDA website event page
Recognition in DDA e-newsletters

- Same as Premier Event Sponsor AND

Large logo on Banner (instead of medium) \& on A-Frames

ENTERTAINMENT
Logo on Napkin Dispensers

- Listed in Hometown Holidays Gift Guide

ONTV Mentions live during event
VIP seating

- Same as Grand Event Sponsor AND
- Logo in print ad, posters, and Peachjar digital ad
PRODUCTION
- Mentions during event with company bio
- VIP seating with logo and reserved parking
- X-Large logo on Banner (instead of large) \& logo on M-24 banner

Volunteers needed to host the DDA Hot Cocoa Bar and firepit warming hubs, plus set up from 2-5 pm.

Please remit payment by September 28, 2023 to receive all sponsorship benefits.


LAKE ORION Hometown Holidays
November 17-December 24, 2022

| Promotional |
| :--- |
| Occurrences |
|  |
|  |
|  |
|  |
| Social Media |

ONTV
Oakland Township-
Lake Orion Patch
DDA website and e-blasts
Lake Orion Review
Orion Living Magazine
PeachJar
WDIV "What's
Happening"
Social Media Facebook
10 posts
44,639 reach
Instagram
2 posts
2,478 reach
Event
Attendance
3,000 riders per night
18,000 riders total
20,000 onlookers
Print 2 carriage banners
1 large M-24 banner
4 A-frames
1500 Holiday Gift Guides
100 posters


Facebook Event Post Reach \& Responses

Facebook
Post

## Next Event: November 16December 23, 2023

Saturday nights, 5 to 8 pm Additional date for Tree Lighting on November 16


##  Hoizioidas Carriage Rides

## CARRIAGE STOPS

 N CORNER OF BROADWAY \& SHADBOLT ST ANDIN FRONT OF 20 FRONT ST

Thursday, November 17
5-8 pm
Saturday, November 26
3-8 pm


Thank you to our Sponsors


Saturday, December 10 3-8 pm
Saturday, December 17 3-8 pm

Carriage Banner

A-Frame
1950. $\begin{aligned} & \text { Downtown Lake Orion } \\ & \text { Published by Buffer } \mathbf{O} \\ & \text { December } 3 \text { at } 9: 00 \text { AM }\end{aligned}$

C'mon, it's lovely weather for a *horse and carriage* ride together with you!

Enjoy a festive ride downtown today with horse and carriage rides from noon until 5:00 PM.

A special thank you to our sponsors for making this holiday tradition possible:

EXP Realty Lake Orion
McKenna
Lake Orion Window Treatments M\&B Graphics and Printing - Lake Orion Berkshire Hathaway Home Services Megan Spencer Sells, Realtor Caruso Chiropractic Refresh \& Renew MedSpa Haney Farm Bureau Spaces Interior Design Broadway Embroidery \& Screen Printing Fork $N$ Pint Lake Orion See less

Facebook Post

Hometown Holidays Free Horse \& Carriag...
Boost post
see Downtown Lake Orion

Hometown
Holidays

## 2023 SPONSORSHIP LEVELS Hometown Holidays

November 16-December 23, 2023

EVENT SPONSOR
\$250
5 AVAILABLE

- Mentions on Social Media event posts
- Mentions live during event

Small logo on an Carriage banner

- Same as Event Sponsor AND
- Medium logo on carriage Banner (instead of small)
- Logo Link on DDA website event page
- Recognition in DDA e-newsletters
- Same as Premier Event Sponsor AND
- Large logo on Banner (instead of medium) \& on A-Frames
- Listed in Hometown Holidays Gift Guide
- Listed on Carriage Blanket
- Same as Grand Event Sponsor AND
- Logo in print ad, posters, and Peachjar digital ad
- Mentions during event with company bio
- Logo on Carriage Blanket
- X-Large Logo on Banner (instead of large) \& logo on M-24 banner

Please remit payment by September 28, 2023 to receive all sponsorship benefits.

Live Ice Carvings on Thursdays, 5 to 8 pm

\#STRONGERTOGETHER
February 3-24, 2022 (dual event with Oxford)

| Promotional Occurrences | ONTV <br> Oakland Township- <br> Lake Orion Patch <br> DDA website and <br> 8 eNewsletters <br> Lake Orion Review <br> Orion Living Magazine <br> PeachJar |
| :---: | :---: |
| Social Media | Facebook <br> 10 posts <br> 28,456 reach <br> Instagram <br> 4 posts <br> 4,982 impressions |
| Event <br> Attendance | 10,000 people total |
| Print | 2 banner <br> 4 A-Frames <br> 100 posters <br> 1 sign at each sculpture |

Pre-sculpted carvings displayed weekly and remain until melted


A-Frame \& Poster

Sponsor
Banner

## TEST

THANK YOU TO OUR SPONSORS!


Facebook Event Post Reach \& Responses

Our final week of ice fest is coming..
Sat Feb 26, 5:45am
Sat Feb 26 5:45am .

## 2024 SPONSORSHIP LEVELS IceFest

## Five Thursdays in February 2024

EVENT SPONSOR $\$ 300$<br>15 AVAILABLE

PREMIER EVENT SPONSOR
$\$ 600$
5 AVAILABLE

GRAND EVENT SPONSOR
$\$ 1250$
5 AVAILABLE

PRESENTING
EVENT SPONSOR
$\$ 1500$
5 AVAILABLE

|  | One Pre-cut ice sculpture with your choice of <br> theme week |
| ---: | :--- |
| ICE | Logo on sign at sculpture |
| SCULPTURE | Mentions on Social Media event posts |
|  | Mentions live during event |
| Small logo on event banners in both towns |  |

Same as Event Sponsor AND

- Two pre-cut ice sculptures (one for each town) with your choice of theme week
TOWNS ICE Medium logo on carriage Banner
SCULPTURES (instead of small)
- Logo Link on DDA website event page
- Recognition in DDA e-newsletters


Weekly every Thursday: live ice carvings 5-8 pm and new pre-sculpted statues in Lake Orion and Oxford. Five event days in 2024: Feb 1, 8, 15, 22, and 29

Please remit payment by December 14, 2023 to receive all sponsorship benefits.

## Dragon All Events Sponsorship

## Hosted by Downtown Lake Orion

2023 Sponsorship Levels—Year Round—Multiple Event Sponsorship All the benefits and coverage offered for each event at a bundled savings.

EVENT SPONSOR
$\$ 1500$
5 AVAILABLE
PREMIER EVENT SPONSOR
\$2500
4 AVAILABLE
GRAND EVENT SPONSOR

3 AVAILABLE
PRESENTING
EVENT SPONSOR
\$10,000
2 AVAILABLE

DDA hosted events included in this package:
■ LOLive! Music Series: Jul-Aug 2023
■ Outdoor Movie Night: Sep 2023
■ Halloween Extravaganza: Oct 2023
■ Hometown Holidays Sing \& Stroll: Nov 2023

- Hometown Holidays Horse \& Carriage Rides: Nov-Dec 2023

■ One Ice Sculpture for \#StrongerTogether IceFest: Feb 2024
■ One \#StrongerTogether event of your choice

Please remit payment by May 15, 2023 to receive all sponsorship benefits. Missed the deadline? No problem, you will still receive sponsorship benefits for all the events listed into the 2024 season as needed.

## A La Carte Sponsorships

## LOcal Lens Photography

 \& Art Contest4 weeks in Jan 2024
\$100/week
Social media mentions and logo link on website event calendar

## Shop Small Saturday

Nov 25, 2023
\$100
Social media mentions, logo link on website event page

Hometown Holidays Shopping Passport
Nov 25-Dec 31, 2023 $\$ 200$
Social media mentions and logo link on website event page

Fly Your Banner

Choose an event \$50
Hang your own 4- foot or less banner during the event

## Social District

 SponsorJun-Dec 2023 \$500
Your logo on one side of 4 A -frames for the duration of 6 months and a logo link on our social district website page

## 2023 SPONSORSHIP LEVELS \#StrongerTogether Events

 Hosted by Downtown Oxford \& Downtown Lake OrionEVENT SPONSOR

## \$250

5 AVAILABLE

PREMIER EVENT SPONSOR
$\$ 500$
4 AVAILABLE

## GRAND EVENT

 SPONSOR $\$ 1000$3 AVAILABLE

PRESENTING EVENT SPONSOR

# \$2000 

2 AVAILABLE

Mentions on Social Media event posts
Mentions live during event

- Small logo on an event banner

Inclusion of logoed products in event giveaway bags

- Same as Event Sponsor AND
- Medium logo on Banner (instead of small)
- Logo Link on DDA website event page
- Recognition in DDA e-newsletters
- Same as Premier Event Sponsor AND
- Large logo on Banner (instead of medium) \& on A-Frames
ONTV/OCtv Mentions live during event
- Same as Grand Event Sponsor AND
- Logo in print ad, posters, and peach jar digital ad
- X-Large logo on Banner (instead of large) \& Logo on M-24 banner
\#StrongerTogether events included in this package:
Shopping Passport: March 2023
Restaurant Week: March 24-31, 2023
Letterboxing Scavenger Hunt: April 2023
Summer Celebration: June 17, 2023
Witches Night: October 21, 2023 (Football back up date is October 28th)
Please remit payment by February 10th, 2023 to receive all sponsorship benefits. Missed the deadline? No problem, we will roll your sponsorship to the rest of 2023 and into 2024!


# THANK YOU TO OUR 2022 Sponsors \& Contributors 

American Legion
Berkshire Hathway Home Services Kee Realty Megan Spencer Boy Scout Troop 284
Broadway Embroidery
Builder's Custom Flooring
Caruso Chiropractic
Cole Carbide
Cookies \& Cream
Ed's Broadway Gift \& Costume
EXP Realty Lake Orion
fLipSpot Gymnastics \& Cheer

Foglers
Fork n' Pint
Genisys Credit Union
Great Lakes Independent
Insurance Agency
Haney State Farm
Heather Sinawi
Hudson Collective
Lake Orion DDA
Promotions Committee
Lake Orion Window Treatments

LIV Cannabis
Lo's Beauty Bar + Med Spa
Lucky's Natural Foods
M \& B Graphics
Main Street Oakland County

McKenna
Meijer
Michigan United
Credit Union
NOTA
Orion OX Water Co.
Oxford DDA
Refresh \& Renew

Med Spa
Sagebrush Cantina
Sawdust \& Cider
SMART
Spaces Interior Design
The AXE Social
The Lake Orion Lions Club
The Lake Orion Review
The Orion Art Center
The Patch Boys
Waldon Middle School
WOW! Kitchen \& Gas!
Your Food Dude

# Sponsorship Payment Calendar 

Payment Date for Full

Event
\#StrongerTogether Shopping Passport
\#StrongerTogether Restaurant Week

Mar 1-31
Mar 24-31

Sponsorship Benefits
Feb 3

Feb 3
\#StrongerTogether Letterboxing
\#StrongerTogether Summer Celebration

Apr 1-30
Feb 10

Apr 28
Dragon All Events Sponsorship 2023-2024 LODDA hosted events
May 15

LOLive! Summer Music Series

Outdoor Movie Night
Halloween Extravaganza
Sing \& Stroll Tree Lighting
Hometown Holidays Carriage Rides

Shop Small Saturday
\#StrongerTogether Ice Fest
\#StrongerTogether Restaurant Week

July 5-Aug 30 (Wednesdays)
Sep 22

Oct 18

Nov 16

Nov 16-Dec 23 (mostly Saturdays)

Nov 25

Feb 1-29, 2024 (Thursdays)
Mar 23-30, 2024

May 17
Aug 4
Aug 30
Sep 28

Sep 28

Oct 6

Dec 14

Feb 2, 2024

## Intent to Sponsor

Check off any of the boxes you are intending to sponsor or participate in and submit to the DDA office at 118 N Broadway, Lake Orion or e-mail to Suzy Sebastian at events@downtownlakeorion.org. Our tiers fill up quickly, Be sure to submit as soon as you can! We will contact you and provide you an invoice due 7 weeks prior to the event. Thank you for your continued support of Downtown Lake Orion Events!


A LA CARTE SPONSORS
LOcal Lens Photography \& Art Contest
Hometown Holidays Shopping Passport
Fly Your Banner
Shop Small Saturday
Social District Sponsor

Name $\qquad$

Company $\qquad$

Phone $\qquad$ Email $\qquad$

Signature $\qquad$ Date $\qquad$


[^0]:    - Same as Grand Event Sponsor AND
    - Logo in print ad, posters, and Peachjar digital ad
    - "Movie Clip" ad for digital media and on event screen prior to movie
    VIP seating with logo and reserved parking
    - X-Large logo on Banner (instead of large) \& logo on M-24 banner

