

Stroll the Streets Sponsorship 2021

Friday Evenings 6-9 pm
June 11 - September 3, 2021



Please return this form by May 3, 2021 to the Boyne City Main Street office, 113 S. Lake Street, Boyne City, MI 49712. Payment is due July 1, 2021. If you have any questions, call the Main Street office at 582-9009 or e-mail mainstreet@boynecity.com, or call Karen Guzniczak at 231-675-2698 or e-mail cnt90@att.net.

NAME: (as it should appear in print) _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

WORK PHONE: _____

FAX: _____

E-MAIL: _____

SPONSORSHIP LEVEL

(please check): PLATINUM GOLD SILVER PATRON

PLATINUM - \$1,000 and above

Logo on all advertising and printed materials; Logo on sponsorship banner; newsletters and website

GOLD - \$500

Logo on all advertising and printed materials; Name on sponsorship banner, newsletters, and website

SILVER - \$250

Name on sponsorship banner, newsletters, and website

PATRON - \$100

Name on sponsorship banner

Stroll the Streets' goal is to promote Boyne City's businesses.
Please return the favor and promote Stroll the Streets in
your promotions. *We greatly appreciate it!*



Where Life Meets Lake



We are really looking forward to the return of events and gathering with our community again in a safe manner! As we begin what can only be an outstanding 2021, it is time to start planning the 18th year of Stroll the Streets. The first Stroll the Streets will be June 11 and will run every Friday evening through September 3, 2021.

Stroll the Streets is one of Boyne City Main Street's signature events for our community – enjoyed by thousands of residents and visitors. Stroll the Streets is the perfect opportunity to display the friendly and welcoming community that is Boyne City. The positive image this event creates is invaluable to us all and impossible to put a price tag on.

Thousands of people visit downtown Boyne City during the thirteen Friday evenings throughout the season to dine at our many restaurants, shop in our stores, enjoy ice cream, dream about a second home – and come back the next day, next week, or next year to do it again.

While it is difficult to understand the direct impact to each of us, just doing simple math tells a great story. What if 1000 people spent an average of \$20 every Friday night for thirteen weeks and just 5% was at your business? That is \$13,000 in sales.

In 2019, more than 75 bands were hired throughout the season with an investment of \$16,000 to entertain the crowds.

That success is because of you! Your contribution makes Stroll the Streets possible. We thank you for your past support, and we hope we can count on you to help again this summer. With your investment in Stroll the Streets you are supporting a great event, and we will recognize your support to the thousands of people visiting our businesses and strolling our streets. Please review the attached information to see how you can support Stroll the Streets.

For planning purposes, we are asking you to let us know your level of support by May 3, 2021 by returning the enclosed sponsorship form. **Payment is not due until July 1, 2021.**

Thank You.
Boyne City Main Street
231-582-9009

Karen Guzniczak
Stroll the Streets
Coordinator 231-675-2698



WHERE Life MEETS LAKE