

It's All  
**BIRMINGHAM**  
*The Shopping District*

BIRMINGHAM  
EVENTS



SPONSORSHIP  
PACKAGE



The Birmingham Farmers Market takes place on Sundays from 9 a.m. - 2 p.m., May through October. Averaging over 2,000 attendees each week, the market creates a festive gathering place that brings the community together. Shoppers enjoy live music, flowers, fruit, vegetables, freshly prepared foods, children's activities and more. Special event weekends such as the annual Corn Festival, Harvest Fest and End of Season Celebration are commonly attended by over 4,000 patrons.

\$5,000

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Booth Sponsor
Use of booth space for entire market season (26 weeks)	●				
Recognition in TV/radio opportunities	●				
Literature at Info Tent	●				
Paid promotion on social media	●				
Opportunity to address market attendees	●				
Recognition in social media post	●	●			
Recognition at opening day ceremony	●	●			
Use of booth space for 13 weeks		●			
Logo included on event banner	●	●			
Preferred tent location	●	●			
Recognition in printed ads	●	●	●		
Recognition in press releases	●	●	●	●	
Use of booth space at special events (5 per season)	●	●	●	●	
Recognition on signage displayed at event	●	●	●	●	●
Logo included on event website	●	●	●	●	●
Use of booth space for 4+ weeks					●



*Movie Night*

## SPONSORSHIP OPPORTUNITIES

Birmingham Movie Night takes place in beautiful Booth Park which is located in Downtown Birmingham. The 2019 outdoor movies are held on the evenings of June 14, July 12, and August 23. Each Birmingham Movie Night event brings hundreds of families for a fun and safe evening of entertainment under the stars. Media coverage and advertising for these events span print and digital outlets and reach thousands of people in our area.

### SPONSORSHIP BENEFITS

	\$5,000 Movie Series Sponsor				
On stage presence and crowd entertainment opportunity	●				
Recognition on screen before film	●				
Paid promotion on social media	●				
	\$2,000 Individual Movie Sponsor		\$900 - Provide popcorn or water/ \$600 - Provide ice cream Refreshment Sponsor		
Stage recognition by event emcee	●	●			
Address crowd at events	●	●			
Recognition in social media post	●	●			
Logo included on event signage	●	●	●		
Recognition in printed ads	●	●	●		
Recognition in press releases	●	●	●		
	\$350 - Provide approved item Giveaway Sponsor				
Use of booth space at event	●	●	●	●	
Logo included on event website	●	●	●	●	

# SPONSORSHIP OPPORTUNITIES



Winter Markt

The Birmingham Winter Markt takes place December 6 – December 8 in Birmingham's Shain Park. This annual outdoor European-style market is a favorite for families and welcomes more than 15,000 visitors throughout the weekend. Event highlights include the holiday tree lighting, visiting Santa House, horse-drawn carriage rides, European food and drinks, gift items, holiday greens, ice carved artwork and more!

## SPONSORSHIP BENEFITS

	\$10,000 Platinum Sponsor				\$5,000 Gold Sponsor		\$2,500 Silver Sponsor		\$1,000 Bronze Sponsor		\$500 Willkommen Sponsor		\$400 Booth Sponsor		\$100 Friend Sponsor	
Opportunity to have a large display(s) at the event	●															
Recognition in TV/radio opportunities	●															
Speaking opportunity during ceremony	●															
Paid promotion on social media	●				●											
Recognition in social media post	●				●											
Custom ice sculpture of company's logo	●				●											
Recognition in printed ads	●				●			●								
Use of booth space at event	●				●			●								
Recognition in press releases	●				●			●								
Recognition on signage displayed at event	●				●			●			●					
Host Willkommen tent during event for up to five hours											●					
Company name on nonprofit booth													●			
Logo included on event website	●				●			●			●		●			●



# ADDITIONAL OPPORTUNITIES

Custom sponsorship packages are available for the following events:



## BIRMINGHAM RESTAURANT WEEK

Birmingham Restaurant Week, featuring more than twenty of Birmingham's finest restaurants, attracts foodies from all over metro-Detroit to enjoy delicacies from the area's top chefs. Customers can indulge in three-course lunches for \$18 and three-course dinners for \$36.

## BIRMINGHAM FARMERS MARKET POP CLUB

Kids enjoy free activities, tastings, and prizes during the Power of Produce (POP) club at the Birmingham Farmers Market. For four weeks, children receive a \$5 voucher that can be redeemed for exclusive Michigan produce. This is a great way to share your passion for healthy kids in our community.



## DAY ON THE TOWN

Attracting thousands of shoppers from all over Metro-Detroit, Birmingham's largest sale event of the year draws thousands of visitors on the last Saturday in July from 9 a.m. – 6 p.m. Day On The Town offers bargain-hunters with a unique opportunity to find discounted high-end merchandise in stores and on the streets and sidewalks throughout downtown Birmingham.

## BIRMINGHAM CRUISE EVENT

The Birmingham Cruise Event takes place the third Saturday in August on South Old Woodward. The event features 300 classic cars of all makes and models and sponsor exhibits. Attendees will see everything from Corvettes, Thunderbirds and Model A's to Mustangs, Rolls-Royces, and more. More than one million people visit Woodward Avenue to experience this classic car event near the Motor City.



## HOLIDAY EVENTS

Holidays in downtown Birmingham are a festive time bringing in thousands of shoppers and diners. The Birmingham Shopping District provides fun activities throughout the season such as Small Business Saturday promotions, a Santa Walk, horse-drawn carriage rides, visits with Santa in Santa House and more.



We are interested in sponsoring the following 2019 Birmingham Shopping District events:

Birmingham Farmers Market:

- ☐ Platinum Sponsor - \$5,000
- ☐ Gold Sponsor - \$2,500
- ☐ Silver Sponsor- \$1,000
- ☐ Bronze Sponsor - \$500
- ☐ Booth Sponsor - \$150/week – 4 week minimum

Birmingham Movie Night:

- ☐ Movie Series Sponsor - \$5,000
- ☐ Individual Movie Sponsor - \$2,000 (Circle one: June 14, July 12, Aug. 23)
- ☐ Popcorn Sponsor - \$900
- ☐ Bottled Water Sponsor - \$900
- ☐ Ice Cream Sponsor - \$600
- ☐ Giveaway Sponsor - \$350 (Circle one: June 14, July 12, Aug 23)

Birmingham Winter Markt:

- ☐ Platinum Sponsor - \$10,000
- ☐ Gold Sponsor - \$5,000
- ☐ Silver Sponsor- \$2,500
- ☐ Bronze Sponsor - \$1,000
- ☐ Willkommen Booth Sponsor - \$500
- ☐ Booth Sponsor - \$400
- ☐ Friend Sponsor - \$100

☐ We would like to discuss a custom sponsorship for \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip Code \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Signature \_\_\_\_\_

For more information, contact: Jaimi Brook – Birmingham Shopping District (248) 530-1200

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