

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



BIRMINGHAM  
EVENTS

SPONSORSHIP  
PACKAGE

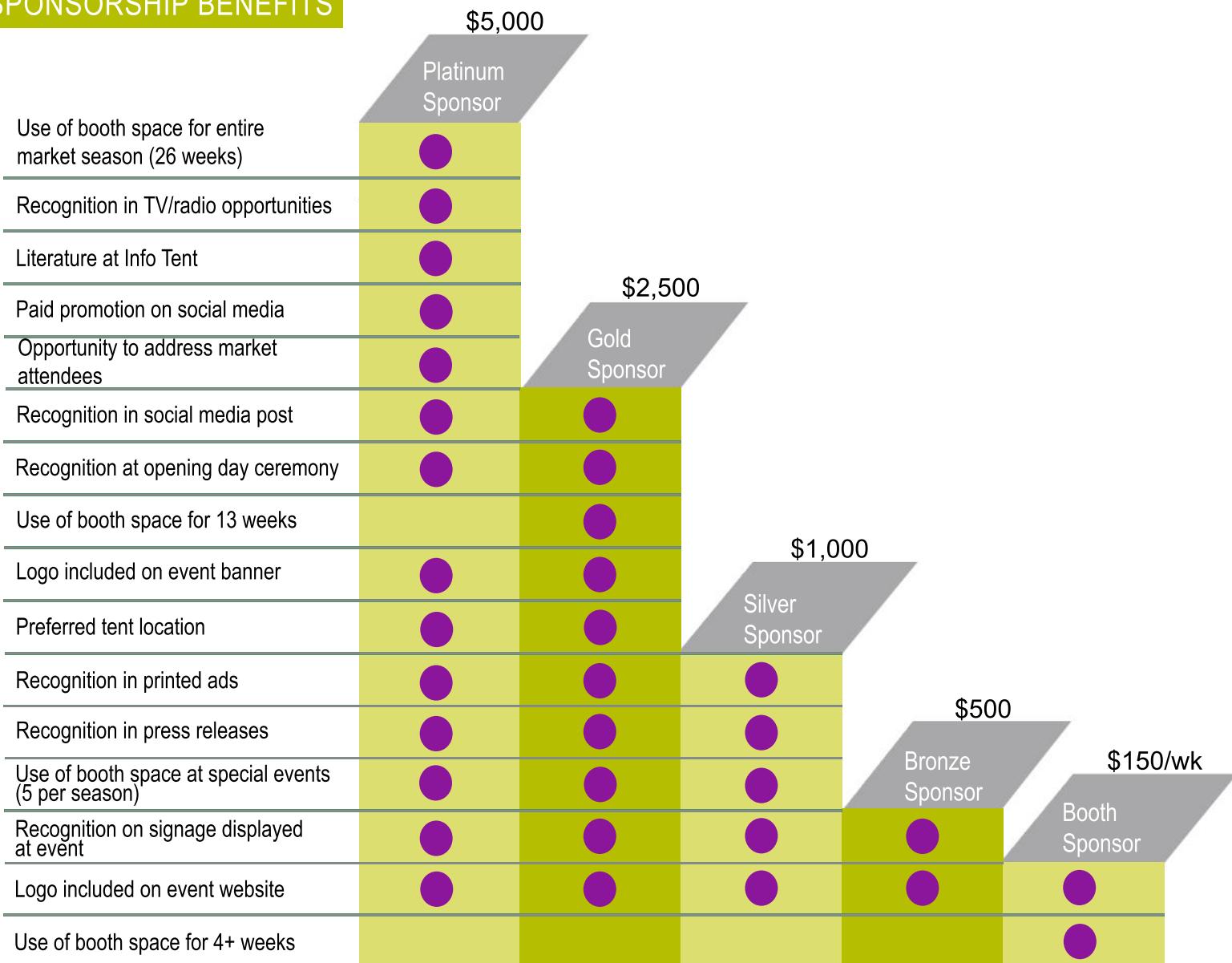


IN BIRMINGHAM  
Farmers Market

## SPONSORSHIP OPPORTUNITIES

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.

### SPONSORSHIP BENEFITS

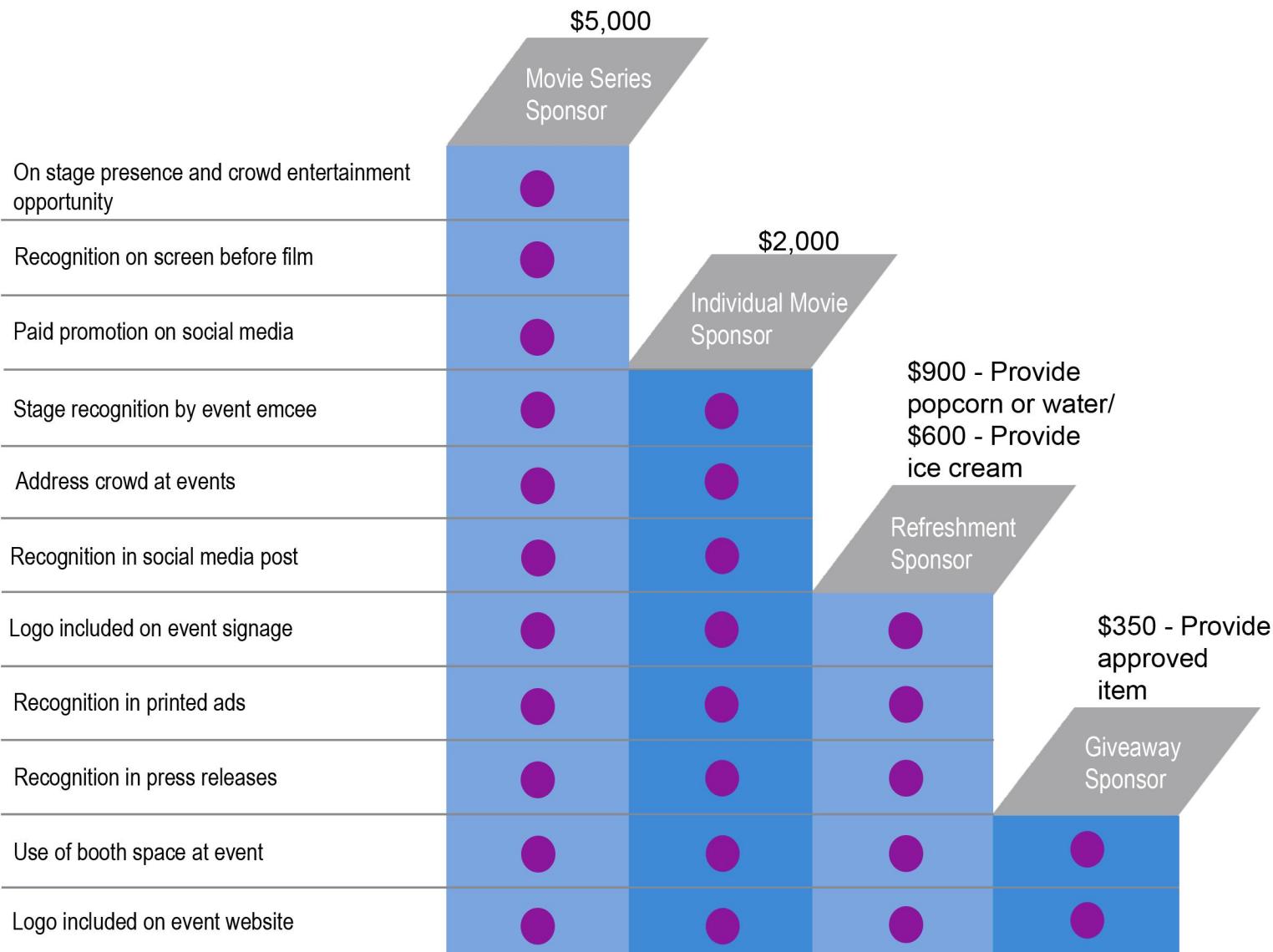


# SPONSORSHIP OPPORTUNITIES



Movie Night

## SPONSORSHIP BENEFITS



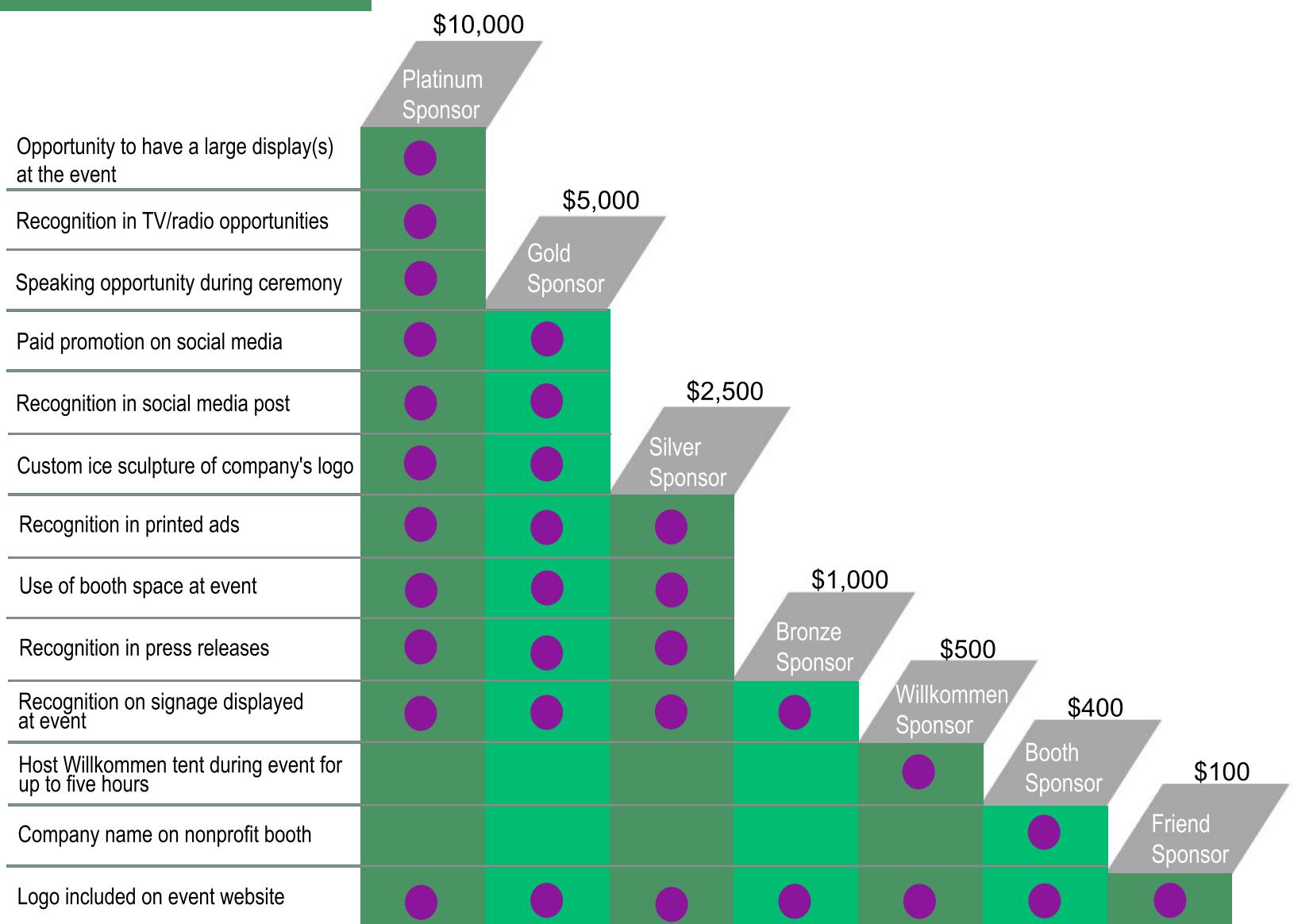


## Winter Markt

# SPONSORSHIP OPPORTUNITIES

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



# 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 Market:

- 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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