



PRESENTS:



REVISIT THE MAGIC OF IDLEWILD

2024 SPONSORSHIP OPPORTUNITIES

MUSIC FESTIVAL

IN HISTORIC IDLEWILD, MI

JUNE 29, 2024

INTRODUCTION

We are very excited to present the inaugural **Live at Idlewild** music festival, located on the grounds of Yates Township Complex in historic Idlewild, Michigan. You're invited to *Revisit the Magic of Idlewild*, enjoy world class music, and learn all about this historically rich community. Our plans are to develop and grow this event into one of the largest festivals, not only in the Midwest, but in the entire country. Saturday, June 29 the stars will come out to perform and celebrate the rich history of Idlewild, 7 hours of Soul, R&B, Motown, Funk, and Jazz! Scheduled to perform at our inaugural event is soulful singer Maysa who brings her 10-piece ensemble to headline our day with her sultry, jazzy vocals. Motown legend Martha Reeves and the Vandellas make their way from Motown to Idlewild to perform classics, including her hits *Dancing in The Street*, *Jimmy Mack* and *Nowhere to Run*. Funky Smooth Jazz will be front and center when award-winning flutist Alexander Zonjic teams up with legendary keyboard player, James Lloyd from *Pieces of A Dream* and the Motor City Horns. Chart topping trumpeter Lin Rountree will perform many of his radio hits and if you like old-school R&B and funk, Larry Lee and The Back in the Day Band will have everyone on their feet.



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YOUR SUPPORT

Sponsorship of this great new event will offer major visibility. Our plans for marketing include radio, tv and print ads in the following major markets: Chicago, Detroit, Milwaukee, Grand Rapids, Traverse City, Kalamazoo, Lansing, Saginaw, Bay City, Ann Arbor, Jackson, Battle Creek, Flint, Muskegon, and many more surrounding areas. We will include sponsors on our stage scrim, festival merchandise, stage announcements, and onsite signage. We will also offer an onsite tent display for sponsors to hand out their own selected material. Future plans include expanding our marketing to jazz audiences nationwide.

MUSICAL ARTISTS

MAYSA

MARTHA REEVES & THE VANDELLAS

ALEXANDER ZONJIC W/ JAMES LLYOD & MOTOR CITY HORNS

LIN ROUNTREE

LARRY LEE AND THE BACK IN THE DAY BAND



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MUSIC FESTIVAL SPONSOR LEVEL

BRONZE \$2,500

Your product or company logo and information on the following:

- ♪ Souvenir Program (Distributed weekend of the festival)
- ♪ Concert Merchandise (T-shirts, Sweatshirts, Jackets)
- ♪ Stage announcements during the festival
- ♪ 6 general admission tickets for you to give to personal friends, clients, family.

MUSIC FESTIVAL 2024 SPONSOR APPLICATION

liveatidlewild.com

Lake County Merry Makers 501(c)(3)
Federal Tax ID #
38-2974134

Festival Contact:
Blair Evans,
EA: liveatidlewild@gmail.com
P#: (231) 580-8378

Checks can be made payable to:

Lake County Merry Makers

Mail to:

P.O. Box 221

Idlewild, MI 49642

Please write *Live at Idlewild* in the memo and include this sponsorship form with contact information.

For financial institution wire transfer information please contact Blair Evans.

Sponsor Organization	
Point of Contact (POC)	
POC Email	
POC Phone	
Sponsorship Level	



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MUSIC FESTIVAL SPONSOR LEVEL

SILVER \$5,000

Your product or company logo and information on the following:

- ♪ Souvenir Program (Distributed weekend of the festival)
- ♪ Concert Merchandise (T-Shirts, Sweatshirts, Jackets)
- ♪ Stage announcements during the festival
- ♪ All print ads, Newspaper/Magazine ads, Posters
- ♪ On site signage, Email blasts
- ♪ Access for 2 people to VIP hospitality area
- ♪ 6 general admission tickets for you to give to personal friends, clients, family, etc.

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GOLD \$10,000

Your product or company logo and information on the following:

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- ♪♪ Stage announcements during the festival
- ♪♪ All print ads, Newspaper/Magazine ads, Posters
- ♪♪ On site signage, Email blasts, Social network advertising
- ♪♪ On-site signage
- ♪♪ Access for 4 people to VIP hospitality area
- ♪♪ 10 general admission tickets for you to give to personal friends, clients, family, etc.

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MUSIC FESTIVAL SPONSOR LEVEL

PLATINUM \$25,000

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- ♪ Concert Merchandise (T-Shirts, Sweatshirts, Jackets)
- ♪ All print ads, Newspaper/Magazine ads, Posters
- ♪ On site signage, Email blasts, Websites, Social network advertising
- ♪ Stage announcements during the festival
- ♪ On-site signage, Scrim
- ♪ Press releases (where applicable, company will be mentioned in all press releases and updates)
- ♪ Sponsorship mentions in all radio and TV spots
- ♪ Access for 6 people to VIP hospitality area & Backstage Access to include meet-and-greet
- ♪ 10 general & 10 general admission tickets for you to give to personal friends, clients, family, etc.
- ♪ Custom-sized sponsor booth space: Your company will be given a 10 x 10 booth/ tent to display your company products, etc. (please note sponsor will supply their own on-site staff)

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