

## Big 6 Sponsors

*Felpausch*  
the people who care

The logo for Key Realty, Inc. features a blue outline of a key on the left, followed by the word "KEY" in a bold, blue, sans-serif font. To the right of "KEY" is a blue outline of a house. Below this graphic, the words "REALTY, INC." are written in a blue, sans-serif font.

KEY  
REALTY, INC.

**WAL★MART**<sup>®</sup>  
ALWAYS LOW PRICES.<sup>SM</sup>

*Always.*



# Big 6 Sponsorships Profile Features

Sharing .....

A New Year .....

A New Vision .....

A New Chamber .....

## Definition of BIG 6

B – Business

I – Investment in

G – Grand Ledge Area Chamber of Commerce

6 – Festival & Events

## Investment

Investment for promotion and marketing of Chamber 6 events.

Investment amount will be \$2,400.

Sponsorships can be two, three or four for BIG 6

## Features of BIG 6 Sponsorship

- Web site page dedicated to BIG 6 sponsorships for one year. Showing sponsorship with logo, business card and direct web site connection to sponsor's web site.
- Large Banner at festivals showing sponsorship (6 Festivals)
- Full page sponsorship promotion with BIG 6 investors in Annual Chamber newspaper.
- Newsletter business promotion of business card/logo 12 months.
- Advertising displays and announcements of sponsorship for every festival and event during a 12 month period.
- Every brochure printed for Chamber event will show sponsor logo.
- Every festival page on web site would display sponsor logo.

## Brief Profile of General Demographic Characteristics

### Population:

Grand Ledge City	7,813
Delta Charter Township, Eaton County	29,682
Eaton Township	4,278

### Households:

Grand Ledge City	3,262
Delta Charter Township, Eaton County	12,559
Eaton Township	1,531

### Population Mean Average Count at Festivals/Events:

Yankee Doodle Days	10,000 – 12,000
Color Cruise & Island Festival	10,000 – 12,000
Annual Dinner	200 Membership/Guest
Annual Golf Outing	100 – 200 Membership/Guest
Holiday Parade	4,000 – 6,000
Winter Thaw	2,000 – 4,000

### Public Service Announcement (PSA) & Marketing Coverage

Eaton County – 282,030 Population

Inghan County – 106,197 Population

Clinton County -67,609 Population

25 Chamber Offices Central Michigan Area – Represents approximately 5,500 businesses

Department of Natural Resources Rest Stops

Promotion materials distributed by Lansing Convention & Visitors Bureau

## Features of BIG 6 Sponsorship

- Web site page dedicated to BIG 6 sponsorships for one year -  $\$85 \times 12 = \$1,020$
- Large Banner at festivals showing sponsorship (6 Festivals) Banner \$400
- Full page sponsorship promotion with BIG 6 investors in Annual Chamber newspaper. - \$125.00
- Newsletter business promotion of business card/logo 12 months. - \$168.84
- Public Service Announcements (PSA-Radio & TV) display and announcements of sponsorship for every festival and event during a 12 month period. \$200.00
- Every brochure printed for Chamber event will show sponsor logo. - \$700.00
- Every festival page on web site would display sponsor logo. –  $125 \times 6 = \$750.00$

Total Value \$3,363.84

Grand Ledge Area Chamber of Commerce  
Presentation Package

- Introduction of Grand Ledge Area Chamber of Commerce
- Explanation of BIG 6 Sponsorship & Features
- Brief Profile of Market Area & Population Targeted