

Be a 2023 Downtown Lake Orion Event Sponsor

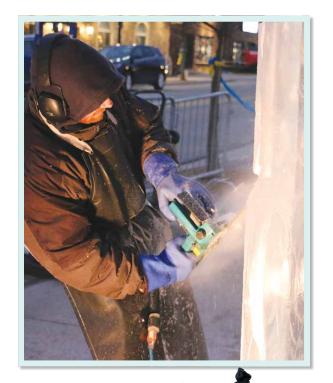
Your friends at the Lake Orion Downtown Development Authority are excited for a year full of fun events that feature our Historic Downtown and wonderful business community. With these events come some amazing ways to get involved as a sponsor. Event sponsorship is not only a great way to give back to your community, but also an excellent way to promote your business.

The 2023 event calendar is full of exciting events and opportunities for local businesses to get involved. We are proud to announce that we are partnering with the Oxford DDA again for a number of events this year through our award-winning #StrongerTogether Event Series. These events will have the benefit of providing sponsors outreach in both communities. Support from our

sponsors will allow the Lake Orion DDA to continue to grow and improve our downtown as the Heart and Hub of the Orion Community.

What you will receive

- Inclusion in the DDA Website Event Calendar—600 Website Event Page views on average per month
- Other websites our events are posted to include Oakland County Moms, Oakland County Times, All Events and Oakland Patch.
- Peachjar Flyers to local schools for family events
- Mentions on Social Media are a minimum of 4–5 posts per event:
 - Facebook: Over 9,000 followers reaching over 245,000 per year
 - Instagram: Over 3,500 followers reaching over 13,000 per year
- Lake Orion Review full page, color ad—Approx. 3,000 households/businesses
- ONTV Promotions—average of 16,000 channel views per month.
- Your logo included on event signage & banners—Average of 1,500 views per day





- Volunteer Hours will follow monetary level of sponsorship benefits based on the hourly rate of \$28 per person. Business/Organization will receive a thank you spotlight in the e-newsletter and during the event when applicable
- In-Kind Partnership and A La Carte Options follow monetary level of sponsorship benefits
- An invitation to our Annual Sponsor Reception featuring appetizers, beer and wine and live music.

All numbers are based on previous years' average statistics.

Numbers may vary and are not guaranteed.

Sponsorships available on a first come, first served basis.

Industry exclusivity may be available.

Contact us for more information.

What you need to provide

- In order to optimally promote your business, intent to participate is due as soon as possible.
- Payment is due seven weeks prior to the event.
- Please provide a high–resolution logo for your business, to incorporate into marketing materials (ai & eps preferred).
- A link to your preferred social media and/or website will also be needed for promotional materials.
- Presenting Event Level Sponsors should provide a short

bio for their business

to be used to spotlight your company.

The Village of Lake Orion DDA is proud of our downtown and businesses. Your support is key to keeping Downtown Lake Orion the Heart and Hub of our community. If you are interested in being and event sponsor and/or have any questions, please contact the DDA offices.

Please Contact

Suzy Sebastian 248-693-9742 events@downtownlakeorion.org









July 1-September 3, 2022

Promotional Occurrences **ONTV**

Oakland Township-Lake Orion Patch

DDA website and e-blasts

Lake Orion Review Orion Living Magazine

Live mentions at event

Social Media

Facebook

24 posts

20,862 reach (cross posts by 20 Front Street are an

additional 31,000)

Instagram

13 posts

Reach 6,364

Event Attendance

Print

4,000 people total

100 Posters

4 A-Frames

2 oversized Banners (Gazebo & M-24)

Next Event: July 1-August 31, 2023

Every Wednesday, 6 to 8 pm Children's Park & Gazebo

Excludes Dragon on the Lake, week of August 24



Facebook Post Stats

Lake Orion King Margo The Young Fables Jobe Fortner and Matt Bell AUGUST 10TH Bee Taylor Blue Summit The Arcadian Wild Dan Rodriguez AUGUST 315 Matt Hires Golden Oak

A-Frame & Poster



DDA e-newsletter

Social Media Post





Extra Large Banner

Facebook Event Post Reach & Responses



WED, AUG 31 LOLive! Gazebo Concert Series 159 S Broadway St - Lake Orion, MI

5423

391



LOLive! Music Series

July 1-August 31, 2023

EVENT SPONSOR

\$250 5 AVAILABLE

PREMIER EVENT SPONSOR

\$500 4 AVAILABLE

GRAND EVENT SPONSOR

\$1000 3 AVAILABLE

PRESENTING EVENT SPONSOR

\$2000 2 AVAILABLE Mentions on social media event posts

Mentions live during event

Small logo on banner and A-frames

Same as Event Sponsor AND

Medium logo on Banner (instead of small)

Logo Link on DDA website event page

Recognition in DDA e-newsletters

Same as Premier Event Sponsor AND

Large logo on Banner (instead of medium)& on A-Frames

ONTV Mentions live during event

VIP seating

Same as Grand Event Sponsor AND

• Logo in print ad, posters, and Peachjar digital ad

VIP seating with logo and reserved parking

X-Large Logo on Banner (instead of large)
 & logo on M-24 banner

Eight LOLive Concert Dates from Wednesday Weekly

6:30–8pm: July 5, 12, 19, 26, August 2, 9, 16, 30

Please remit payment by May 15, 2023 to receive all sponsorship benefits.



September 30, 2022

Promotional Occurrences Oakland Township-Lake Orion Patch

DDA website and e-blasts Lake Orion Review

Orion Living Magazine

PeachJar

Social Media

Facebook

4 posts 512 reach

Instagram

1 posts 674 reach

250 people total

Event Attendance

Print

1 banner 3 napkin dispensers

100 posters

Next Event: Friday, September 29, 2023

7 to 9 pm (dusk) Children's Park & Gazebo



Facebook Post





Facebook Post

Stats





Sponsor Banners

Facebook Event Post Reach & Responses



2310

180



Outdoor Movie Night

September 22, 2023, 7-9 pm

EVENT SPONSOR

\$250 5 AVAILABLE

PREMIER EVENT SPONSOR

\$500 4 AVAILABLE

GRAND EVENT SPONSOR

\$1000 3 AVAILABLE

PRESENTING EVENT SPONSOR

\$2000

Mentions on Social Media event posts

Mentions live during event

Small logo on an event banner

Same as Event Sponsor AND

Medium logo on Banner (instead of small)

Logo Link on DDA website event page

Recognition in DDA e-newsletters

Same as Premier Event Sponsor AND

Large logo on Banner (instead of medium)
 & on A-Frames

Logo on Napkin Dispensers

ONTV Mentions live during event

VIP seating and free popcorn

Same as Grand Event Sponsor AND

Logo in print ad, posters, and Peachjar digital ad

 "Movie Clip" ad for digital media and on event screen prior to movie

VIP seating with logo and reserved parking

X-Large logo on Banner (instead of large)& logo on M-24 banner

A la Carte Options: \$150 glow jewelry, popcorn for 500 people.

Volunteers needed to work the DDA concessions table and assist with setup from 5 to 9 pm. Volunteer businesses receive one e-newsletter spotlight for their business/organization.

Please remit payment by August 4, 2023 to receive all sponsorship benefits.



October 19, 2022

ONTV **Promotional** Oakland Township-**Occurrences** Lake Orion Patch DDA website and e-blasts Lake Orion Review Orion Living Magazine Live mentions at event PeachJar Oakland County Moms All Events **Social Media Facebook** 11 posts 40,693 reach Instagram 1 post 1,095 reach 3,000 people total **Event Attendance** 1 banner **Print** 100 flyers 4 napkin dispensers

Next Event: Wednesday, October 18, 2023

5 to 7 pm Downtown Lake Orion and Children's Park

Facebook Post







PeachJar Flyer

Poster





Halloween Extravaganza

October 18, 2023, 5-7 pm

In Kind
30 AVAILABLE

TABLE

- Assigned space in Children's Park to set up a six-foot Table*
- Bring approximately 3,000 pieces of candy to handy out
- Set up 3:30-4:30 pm
- Teardown begins at 7 pm

EVENT SPONSOR

\$250

8 AVAILABLE

MUSIC

- Mentions on Social Media event posts
- Mentions live during event
- Small logo on an event banner

PREMIER EVENT SPONSOR

\$500

GRAND EVENT SPONSOR

\$10003 AVAILABLE

PERFORMERS

- Same as Event Sponsor AND
- Medium logo on Banner (instead of small)
- Logo Link on DDA website event page
- Recognition in DDA e-newsletters

CIDER & DONUTS

- Same as Premier Event Sponsor AND
- Large Logo on Banner (instead of medium)
 & on A-Frames
- ONTV mentions live during event

*If your business needs space for more than one six-foot table, please contact the DDA Office. Examples include additional space for a display or activity.

Donations Accepted: Bags of candy, Glow Jewelry

Volunteers needed on Wednesday, October 18th from 5–7 pm to help host the DDA cider & donut tent and to help set up from 2–5 pm. Donators and volunteers will receive one eNewsletter spotlight for your business/organization.

Please remit payment by August 30, 2023 to receive all sponsorship benefits.



Next Event: Thursday, November 16, 2023

5 to 7 pm Inside Children's Park & Gazebo



Sponsor Banner

November 17, 2022







E-newsletter

A-Frame & PeachJar Flyer





Sing & Stroll

November 16, 2023, 5-7 pm

EVENT SPONSOR

\$250 5 AVAILABLE

PREMIER EVENT SPONSOR

\$500 4 AVAILABLE

GRAND EVENT SPONSOR

\$1000 3 AVAII ABI E

PRESENTING EVENT SPONSOR

\$2000

WARMING HUBS

- Mentions on Social Media event posts
- Mentions live during event
- Small logo on an event banner

HOT COCOA BAR

ENTERTAINMENT

- Same as Event Sponsor AND
- Medium logo on Banner (instead of small)
- Logo Link on DDA website event page
- Recognition in DDA e-newsletters

- Same as Premier Event Sponsor AND
- Large logo on Banner (instead of medium) & on A-Frames

Logo on Napkin Dispensers

- Listed in Hometown Holidays Gift Guide
- ONTV Mentions live during event
- VIP seating

PRODUCTION

- Same as Grand Event Sponsor AND
- Logo in print ad, posters, and Peachjar digital ad
- Mentions during event with company bio
- VIP seating with logo and reserved parking
- X-Large logo on Banner (instead of large)& logo on M-24 banner

Volunteers needed to host the DDA Hot Cocoa Bar and firepit warming hubs, plus set up from 2–5 pm.

Please remit payment by September 28, 2023 to receive all sponsorship benefits.



November 17-December 24, 2022

Promotional Occurrences

ONTV

Oakland Township-Lake Orion Patch

DDA website and e-blasts

Lake Orion Review

Orion Living Magazine

PeachJar

WDIV "What's Happening"

Social Media

Facebook

10 posts

44,639 reach

Instagram

2 posts

2,478 reach

Event Attendance

3,000 riders per night

18,000 riders total

20,000 onlookers

Print

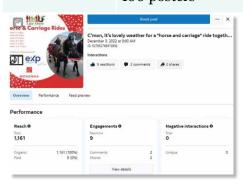
2 carriage banners

1 large M-24 banner

4 A-frames

1500 Holiday Gift Guides

100 posters



Facebook Event Post Reach & Responses







Next Event: November 16-December 23, 2023

Saturday nights, 5 to 8 pm

Additional date for Tree Lighting on

November 16





People reached

Carriage Banner

A-Frame



Facebook Post





Hometown Holidays

November 16-December 23, 2023

EVENT SPONSOR

\$250 5 AVAILABLE

PREMIER EVENT SPONSOR

\$500 4 AVAILABLE

GRAND EVENT SPONSOR

\$1000 3 AVAILABLE

PRESENTING EVENT SPONSOR

\$2000 2 AVAILABLE Mentions on Social Media event posts

Mentions live during event

Small logo on an Carriage banner

Same as Event Sponsor AND

 Medium logo on carriage Banner (instead of small)

Logo Link on DDA website event page

Recognition in DDA e-newsletters

Same as Premier Event Sponsor AND

Large logo on Banner (instead of medium)& on A-Frames

Listed in Hometown Holidays Gift Guide

Listed on Carriage Blanket

Same as Grand Event Sponsor AND

 Logo in print ad, posters, and Peachjar digital ad

Mentions during event with company bio

Logo on Carriage Blanket

X-Large Logo on Banner (instead of large)& logo on M-24 banner

Please remit payment by September 28, 2023 to receive all sponsorship benefits.

DOWNTOWN LAKE ORION & OXFORD #STRONGERTOGETHER

February 3–24, 2022 (dual event with Oxford)

ONTV Promotional Oakland Township-Occurrences Lake Orion Patch DDA website and 8 eNewsletters Lake Orion Review Orion Living Magazine PeachJar **Social Media Facebook** 10 posts 28,456 reach Instagram 4 posts 4,982 impressions 10,000 people total **Event Attendance** 2 banner Print 4 A-Frames 100 posters 1 sign at each sculpture

Next Event: February, 2024

Live Ice Carvings on Thursdays, 5 to 8 pm Pre-sculpted carvings displayed weekly and remain until melted



Facebook Post



DDA e-newsletter





Sponsor Banner



Facebook Event Post Reach & Responses



Boost post

5,295 132



IceFest

Five Thursdays in February 2024

EVENT SPONSOR

\$30015 AVAILABLE

ICE SCUI PTURE

- One Pre-cut ice sculpture with your choice of theme week
- Logo on sign at sculpture
- Mentions on Social Media event posts
- Mentions live during event
- Small logo on event banners in both towns

PREMIER EVENT SPONSOR

\$600 5 AVAILABLE Two pre

DUAL

TOWNS ICE

SCULPTURES

- Two pre-cut ice sculptures (one for each town) with your choice of theme week
- Medium logo on carriage Banner (instead of small)

Same as Event Sponsor AND

- Logo Link on DDA website event page
- Recognition in DDA e-newsletters

GRAND EVENT SPONSOR

\$1250

WEEKLY ICE SCULPTURES

SAVE \$100

- Same as Premier Event Sponsor AND
- 5 pre-cut ice sculptures (1 per week, instead of one for each town)
- Large logo on Banner (instead of medium)& on A-Frames

PRESENTING EVENT SPONSOR

\$1500 5 AVAILABLE LARGE STATUE SCULPTED

LIVE IN

DOWNTOWN

- Same as Grand Event Sponsor AND
- One 5-block Live Ice Carving
- Logo in print ad, posters, and Peachjar digital ad
- Logo on M-24 banner

Weekly every Thursday: live ice carvings 5–8 pm and new pre-sculpted statues in Lake Orion and Oxford. Five event days in 2024: Feb 1, 8, 15, 22, and 29

Please remit payment by December 14, 2023 to receive all sponsorship benefits.

Dragon All Events Sponsorship

Hosted by Downtown Lake Orion

2023 Sponsorship Levels—Year Round—Multiple Event Sponsorship All the benefits and coverage offered for each event at a bundled savings.

EVENT SPONSOR

\$1500

5 AVAILABLE

PREMIER EVENT SPONSOR

\$2500

4 AVAILABLE

GRAND EVENT SPONSOR

\$6000

3 AVAILABLE

PRESENTING EVENT SPONSOR

\$10,000

2 AVAILABLE

DDA hosted events included in this package:

■ LOLive! Music Series: Jul-Aug 2023

■ Outdoor Movie Night: Sep 2023

■ Halloween Extravaganza: Oct 2023

■ Hometown Holidays Sing & Stroll: Nov 2023

■ Hometown Holidays Horse & Carriage Rides: Nov-Dec 2023

■ One Ice Sculpture for #StrongerTogether IceFest: Feb 2024

■ One #StrongerTogether event of your choice

Please remit payment by May 15, 2023 to receive all sponsorship benefits.

Missed the deadline? No problem, you will still receive sponsorship benefits for all the events listed into the 2024 season as needed.

A La Carte Sponsorships

LOcal Lens Photography & Art Contest

4 weeks in Jan 2024

\$100/week

Social media mentions and logo link on website event calendar

Shop Small Saturday

\$3700 SAVINGS

Nov 25, 2023

\$100

Social media mentions, logo link on website event page

Hometown Holidays Shopping Passport

Nov 25-Dec 31, 2023

\$200

Social media mentions and logo link on website event page

Fly Your Banner

Choose an event

\$50

Hang your own 4- foot or less banner during the event

Social District Sponsor

Jun-Dec 2023

\$500

Your logo on one side of 4 A-frames for the duration of 6 months and a logo link on our social district website page



#StrongerTogether Events

Hosted by Downtown Oxford & Downtown Lake Orion

EVENT SPONSOR

\$250 5 AVAILABLE

PREMIER EVENT SPONSOR

\$500 4 AVAILABLE

GRAND EVENT SPONSOR

\$1000

3 AVAILABLE

PRESENTING EVENT SPONSOR

2 AVAII ABI F

- Mentions on Social Media event posts
- Mentions live during event
- Small logo on an event banner
- Inclusion of logoed products in event giveaway bags
- Same as Event Sponsor AND
- Medium logo on Banner (instead of small)
- Logo Link on DDA website event page
- Recognition in DDA e-newsletters
- Same as Premier Event Sponsor AND
- Large logo on Banner (instead of medium)
 & on A-Frames
- ONTV/OCtv Mentions live during event
- Same as Grand Event Sponsor AND
- Logo in print ad, posters, and peach jar digital ad
- X-Large logo on Banner (instead of large)
 & Logo on M-24 banner

#StrongerTogether events included in this package:

Shopping Passport: March 2023 Restaurant Week: March 24–31, 2023

Letterboxing Scavenger Hunt: April 2023

Summer Celebration: June 17, 2023

Witches Night: October 21, 2023 (Football back up date is October 28th)

Please remit payment by February 10th, 2023 to receive all sponsorship benefits. Missed the deadline? No problem, we will roll your sponsorship to the rest of 2023 and into 2024!

THANK YOU TO OUR 2022

Sponsors & Contributors

American Legion
Berkshire Hathway Home
Services Kee Realty
Megan Spencer
Boy Scout Troop 284
Broadway Embroidery
Builder's Custom Flooring
Caruso Chiropractic
Cole Carbide
Cookies & Cream

Ed's Broadway Gift

EXP Realty Lake Orion

& Costume

fLipSpot Gymnastics & Cheer
Foglers
Fork n' Pint
Genisys Credit Union
Great Lakes Independent
Insurance Agency
Haney State Farm
Heather Sinawi
Hudson Collective
Lake Orion DDA
Promotions Committee
Lake Orion Window
Treatments

LIV Cannabis
Lo's Beauty Bar + Med Spa
Lucky's Natural Foods
M & B Graphics
Main Street Oakland
County
McKenna
Meijer
Michigan United
Credit Union

NOTA
Orion OX Water Co.
Oxford DDA
Refresh & Renew

Med Spa
Sagebrush Cantina
Sawdust & Cider
SMART
Spaces Interior Design
The AXE Social
The Lake Orion Lions Club
The Lake Orion Review
The Orion Art Center
The Patch Boys
Waldon Middle School
WOW! Kitchen & Gas!

Your Food Dude

Sponsorship Payment Calendar

Event	Event Date	Payment Date for Full Sponsorship Benefits
#StrongerTogether Shopping Passport	Mar 1–31	Feb 3
#StrongerTogether Restaurant Week	Mar 24–31	Feb 3
#StrongerTogether All Events Sponsorship, 2023–20	Feb 10	
#StrongerTogether Letterboxing	Apr 1–30	Feb 10
#StrongerTogether Summer Celebration	June 16	Apr 28
Dragon All Events Sponsorship 2023–2024 LODDA h	May 15	
LOLive! Summer Music Series	July 5-Aug 30 (Wednesdays)	May 17
Outdoor Movie Night	Sep 22	Aug 4
Halloween Extravaganza	Oct 18	Aug 30
Sing & Stroll Tree Lighting	Nov 16	Sep 28
Hometown Holidays Carriage Rides	Nov 16–Dec 23 (mostly Saturdays)	Sep 28
Shop Small Saturday	Nov 25	Oct 6
#StrongerTogether Ice Fest	Feb 1–29, 2024 (Thursdays)	Dec 14
#StrongerTogether Restaurant Week	Mar 23–30, 2024	Feb 2, 2024

Intent to Sponsor

Check off any of the boxes you are intending to sponsor or participate in and submit to the DDA office at 118 N Broadway, Lake Orion or e-mail to Suzy Sebastian at events@downtownlakeorion.org. Our tiers fill up quickly, Be sure to submit as soon as you can! We will contact you and provide you an invoice due 7 weeks prior to the event. Thank you for your continued support of Downtown Lake Orion Events!

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MONETARY SPONSORS										
Event Sponsor										
Premier Event Sponsor										
Grand Event Sponsor										
Presenting Event Sponsor										
			NON-MON	IETARY SPC	NSORS					
In–Kind										
Volunteer										
Table Sponsors										
			A LA CA	RTE SPONS	ORS					
	LOcal L	ens Photog	graphy & A	rt Contest	Sho	p Small Sat	turday			
Hometow	n Holidays	Shopping I	Passport	Fly Y	our Banner	Soc	ial District	Sponsor		
Name										
Company										
Phone				Email _						
Signature							_Date			
OFFICE ONLY DATE SUBMITTED			DATE C	OF INVOICES_						

