

TULIP TIME



BIKES & BLOOMS

2024 SPONSORSHIP OPPORTUNITIES

TULIP TIME 95 — MAY 4-12, 2024

SPONSORSHIP LEVELS & BENEFITS

SELECT **ONE** PROPERTY, THEN SPONSORSHIP LEVEL, TO SEE THE BENEFITS OF YOUR DONATION.

SPONSORSHIP LEVEL	RUN PRESENTED BY 4FRONT CREDIT UNION	TULIP IMMERSION GARDEN PRESENTED BY FIFTH THIRD BANK	FESTIVAL FAVORITES CARNIVAL, DUTCH DANCE, ARTISAN MARKET, FESTIVAL ARTWORK, PEDALS & BLOOM AND PEDAL PAGEANT
ORANGE TULIP \$20,000+	<p>"PRESENTED BY" recognition</p> <ul style="list-style-type: none">• Linked logo on TulipTime.com• Logo on run t-shirt, event banner, and RunSignUp platform• Opportunity to emcee the race• 20 complimentary run registrations• Exhibitor booth at packet pickup and on the day of the race• Social media mentions with event	<p>"PRESENTED BY" recognition</p> <ul style="list-style-type: none">• Linked logo on TulipTime.com• Logo on event banner• Host a private event for customers/ employees at the Immersion Garden• Social media mentions with event	<p>"PRESENTED BY" recognition</p> <ul style="list-style-type: none">• Linked logo on TulipTime.com• Company name recognized on the Dutch Dance pre-performance announcements• Logo on event banner• Exhibitor booth at Artisan Market• 20 Carnival passes• Social media mentions with event
<i>Unavailable Properties</i>			
RED TULIP \$10,000+	<ul style="list-style-type: none">• Linked logo on TulipTime.com• Logo on run t-shirt and event banner to include and RunSignUP platform.• 10 complimentary run registrations• Exhibitor booth at packet pickup and on the day of the race• Social media mentions with event	<ul style="list-style-type: none">• Linked logo on TulipTime.com• Logo on event banner• 10 tickets to the event• Social media mentions with event	<ul style="list-style-type: none">• Linked logo on TulipTime.com• Logo on event banner• Exhibitor booth at Artisan Market• 10 Carnival passes• Social media mentions with event
PINK TULIP \$5,000+	<ul style="list-style-type: none">• Linked logo on TulipTime.com• Logo on run t-shirt and event banner• 8 complimentary run registrations• Exhibitor booth at packet pickup and on the day of the race	<ul style="list-style-type: none">• Company name on the Tulip Time website• Logo on event banner• 6 tickets to the event	<ul style="list-style-type: none">• Company name on event banner• Exhibitor booth at Artisan Market• 6 Carnival passes
YELLOW TULIP \$2,500+	<ul style="list-style-type: none">• Linked logo on TulipTime.com• Company name on t-shirt and event banner• 2 complimentary run registrations• Exhibitor booth at packet pickup and on the day of the race	<ul style="list-style-type: none">• Company name on the Tulip Time website• Company name on event banner• 4 tickets to the event	<ul style="list-style-type: none">• Company name on event banner• Exhibitor booth at Artisan Market
BLUE TULIP \$1,500+	<ul style="list-style-type: none">• Company name on t-shirt and event banner• Exhibitor booth at packet pickup and on the day of the race		<ul style="list-style-type: none">• Company name on event banner• Exhibitor booth at Artisan Market

ART & CULTURE:

NATIONAL AND LOCAL ENTERTAINMENT SHOWS, WALKING & VIP TOURS, QUILT SHOW

FIREWORKS IN PARTNERSHIP WITH LAUP

GENTEX KINDERPARADE

QUALITY CAR WASH VOLKSPARADE

"PRESENTED BY" recognition

- Linked logo on TulipTime.com
- Logo on event banner
- Emcee opportunities at entertainment shows
- **20** complimentary tickets or a combination of tickets to entertainment shows (Limit 4 to Friday Headliner)
- Social media mentions with event

"PRESENTED BY" recognition

- Banner in Division 1 with your parade entry
- Linked logo on TulipTime.com
- **50** tickets to parade viewing at Civic Center
- Social media mentions with event

"PRESENTED BY" recognition

- Banner in Division 1 with your parade entry
- Linked logo on TulipTime.com
- **50** tickets to parade viewing at Civic Center
- Social media mentions with event

- Linked logo on TulipTime.com
- Logo on event banner
- Emcee opportunities at entertainment shows
- **10** complimentary tickets or a combination of tickets to entertainment shows (Limit 4 to Friday Headliner)
- Social media mentions with event

- Fireworks in Partnership with LAUP "presented by" recognition
- Invitation to sponsors only Fireworks Bash at Boatwerks Restaurant
- Linked logo on TulipTime.com
- Logo on event banner
- Social media mentions with event

- Company name on event banner
- **6** complimentary tickets or a combination of tickets to entertainment shows (Limit 2 to Friday Headliner)

- Invitation to sponsors only Fireworks Bash at Boatwerks Restaurant
- **4** complimentary tickets to sponsor Fireworks Bash
- Linked logo on TulipTime.com
- Logo on event banner

- Company name on event banner
- **2** complimentary tickets or a combination of tickets to entertainment shows

- Invitation to sponsors only Fireworks Bash at Boatwerks Restaurant
- **2** complimentary tickets to sponsor Fireworks Bash
- Linked logo on TulipTime.com
- Logo on event banner

ALL SPONSOR BENEFITS*

**Excludes Blue Tulip Sponsors*

• **20% OFF TULIP TIME MERCHANDISE & TICKETED EVENTS**

• **16X20 TULIP TIME 2024 POSTER**

• **INVITATION TO SPONSOR ONLY EVENTS: CELEBRATE! AND FIRST BLOEM**

• **COMMEMORATIVE 95TH GIFT**

SPONSORS PROVIDING GOODS AND SERVICES IN-KIND THAT DIRECTLY REMOVE/REDUCE EXPENSES FROM THE FESTIVAL BUDGET ARE WELKOM AND RECEIVE SPONSOR BENEFITS.



WE'RE 95!

We're so excited to celebrate 95 Tulip Time Festivals; the longest-running tulip festival in the world! And we're ecstatic to invite you to be a part of the blooms and the klomping that invites the world to the doorstep of our charming small town.

Sponsors and partners like you make it possible to create Immersion Gardens, parades, Dutch Dance programs and entertainment events that fill the streets with the clap of wooden shoes on the streets for ten glorious days each year.

This year marks a special milestone of **95 YEARS**. We're celebrating with a wonderfully Dutch theme of *Bikes and Blooms*. You'll see bikes incorporated in Tulip Time posters, parade floats, and special events like this year's Pedals in Bloem Community Sculpture project and the Pedal Pageant.

I am here to help and would love to meet with you to answer any questions you have regarding sponsorship, donations, or partnership. Please call or email me to set an appointment that is convenient for you.

Please join us to celebrate the 95th festival, spring, Dutch heritage, our community today, and of course, the tulips. Some sponsorship opportunities are limited, so I encourage you to take action today and be a part of celebrating all the best parts of our community.

Warmly,

Gwen Auwerda

Executive Director

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