

## 2024 Sponsorship Opportunities

### EASTOWN SUPPORTING PARTNERS (ALL-INCLUSIVE SPONSORSHIP)

*This package ensures that your brand is represented at each and every 2024 event and represents a significant savings over sponsoring individual events.*

#### Benefits:

- Year-round name recognition in *The Access*, which is distributed to over 2,200 households
- Logo recognition on-site at all events
- Mentions by event MCs at all breaks (as applicable)
- Logo on all event advertisements (web-based and print media)
- Mention in all advertisements and press releases (as applicable)
- Year-round logo recognition on the ECA's website

**Total Investment: \$4,500**

**Yes! We would like to support the ECA as an Eastown Supporting Partner.**

**For planning purposes, Eastown Supporting Partners sponsorship *commitments* are requested by February 1, 2024.**

---

### FRIENDS OF EASTOWN (A LA CARTE EVENT SPECIFIC SPONSORSHIP)

*This option allows for sponsorship of selected events or programs hosted by the ECA during 2024. Businesses or sponsors can select the events or programs they want to support in an 'à la carte' way.*

#### Benefits:

- Logo recognition on-site at selected events
- Mentions by event MCs at selected event breaks
- Logo on selected event advertisements (web-based and print media)
- Mention in advertisements and press releases (as applicable)

**Friends of Easttown (A La Carte Event Specific Sponsorship)---cont.**

**Please select which events your organization would like to sponsor:**

- 2/10/24 Annual Meeting & Pancake Breakfast (Calvin Church) **\$100**
- 5/11/24 Picnic In the Park (Sigsbee Park) **\$100**
- 5/18/24 Dumpster Day (Ethel Lot) **\$100**
- 6/15/24 Bizarre Bazaar (Ethel St) **\$1,500**
- 9/14/24 Eastown Streetfair (Wealthy St)
  - Streetfair Friend level Sponsor \$2,500*
  - Streetfair Beer Tent Sponsor - \$5,000\*\**
  - Streetfair Main Stage/Music Sponsor - \$7,000\*\**
- 10/26/24 Howl-Oween (Wilcox Park) **\$250**

*\*\* - these are special sponsorships. If you are interested in donating for these items, please reach out to us directly to discuss the benefits associated with these items.*

Friends of Easttown (A La Carte Event Specific Sponsorship) commitments can be submitted at any time before the chosen event but, for publication purposes, requests commitments at least 1 month prior to the event. Based on the calendar referenced above, event specific sponsorship should be turned in by:

- 1/10/24 Annual Meeting & Pancake Breakfast (Calvin Church) **\$50**
- 4/11/24 Picnic In the Park (Sigsbee Park) **\$50**
- 4/18/24 Dumpster Day (Ethel Lot) **\$150**
- 5/15/24 Bizarre Bazaar (Ethel St) **\$1,500**
- 8/14/24 Eastown Streetfair (Wealthy St)
- 9/26/24 Howl-Oween (Wilcox Park) **\$250**

**Please select which program your organization would like to sponsor:**

- ECA Community Garden Sponsor (ECA Building) **\$300**
-



415 Ethel Ave SE  
Grand Rapids MI 49506  
616.451.3025

**Businesses and neighbors can also make a donation at any amount level.**

*They will be verbally celebrated at all events and their name will be included in web-based communications. If you are interested in sponsoring a specific portion of an event that is not listed above, please email us at [info@eastown.org](mailto:info@eastown.org) to discuss how you would like to support the ECA!*

The ECA thanks you for sponsoring its events and programs! We could not do this work without supporters like yourself!

Please fill out the information below and send the document to the ECA either by email at [info@eastown.org](mailto:info@eastown.org) or via mail to 415 Ethel Ave SE, Grand Rapids, MI 49506.

**Total: \$** \_\_\_\_\_

Contact Name \_\_\_\_\_

Business/Organization \_\_\_\_\_

Email/Phone \_\_\_\_\_

*Checks can be made payable within 30 days of invoice to Eastown Community Association, 415 Ethel Ave SE, Grand Rapids, MI 49506 or pay online at [www.eastown.org/donate](http://www.eastown.org/donate).*