

2022



SPONSORSHIP INFORMATION & FESTIVAL DEMOGRAPHICS

AUGUST 25th - 28th, 2022 - CEDAR, MI



FOOD - BEVERAGES - ENTERTAINMENT

BENEFITS OF EVENT SPONSORSHIP

WHAT MAKES EVENT SPONSORSHIP UNIQUE?

REACH an active social audience

SHOWCASE products to increase purchasing

INCREASE AND SOLIDIFY your uniqueness

BOLSTER your brand by partnering with a long-standing tradition.

SUPPORT your consumer community.

DIRECTLY CONNECT with an engaged audience.



SPONSORSHIP OPPORTUNITIES

NAMING RIGHTS to the venue.

ADVERTISING INCLUSION for your logo on print ads and radio.

ON-SITE PRESENCE for promotional displays.

MARKETING COLLATERAL your logo included on rack cards.

SOCIAL MEDIA RECOGNITION For your brand to engage audience.

WEBSITE PRESENCE with links back to your brand and website.

FOR MORE INFORMATION CONTACT LISA, ROSSIINTC@GMAIL.COM

ABOUT THE CEDAR POLKA FEST

The Cedar Polka Fest is an event which raises money to benefit local charities and community organizations, while celebrating the towns rich Polish history.

During the 4-day festival thousands of people descend into the village of Cedar to eat drink and dance the nights away. With live Polka music from the best Polka Bands in America, this festival is a real treat for Polka fans of all ages. This is one of very few Polka Festivals left in the United States. The 40th annual Cedar Polka Fest kicks off on Thursday, August 25th in Cedar under the big tent.



Become A Partner

As a sponsor of The Cedar Polka Fest, your organization will realize tangible marketing benefits in return for your sponsorship investment while partnering with of the oldest and largest festival in Leelanau County.

We're Prosperous, Dynamic, and Growing

This year marks the 40th anniversary of our event and in recent years, the festival has experienced growth in every aspect of its operations, including ticket sales attendance, food & beverage sales and corporate sponsorship. 2022 attendance is projected to be at 10,000.



High Visibility Promotion

Everything takes place under the big tent. This environment ensures that our sponsors will get in front of each and every one of our patrons unlike some other events that are spread out. Our tent also guarantees that our event will take place rain or shine.

FOR MORE INFORMATION CONTACT LISA, ROSSIINTC@GMAIL.COM

ATTENDANCE AND SPONSORSHIP INFO

ABOUT THE ATTENDEE

Cedar Polka Fest draws attendees of all ages. We have something for everyone. Families can enjoy the many Saturday kid's activities including the parade, Clowns and kid's games. While adults will be drawn by the classic car show, 5-K race, veteran's tribute, and craft fair. And of course, everyone will enjoy great Polish food and Polka dancing.

AGE	UNDER 21	21-29	30-45	36-40	60+
AGE	15% (1,050)	20% (1400)	20% (1400)	30% (2100)	15% (1050)



ATTENDANCE



10000+
GUESTS



60%
MALE



40%
FEMALE



80%
LOCAL

SPONSORSHIP OPPORTUNITIES

We offer various sponsorship levels (see the next page for details), with benefits increasing as the level of the sponsorship increases. Regardless of the sponsorship level you select, the festival staff will be pleased to work with you in creating an integrated sponsorship campaign designed to meet your organization's unique marketing objectives. We are here to customize the event experience to align with your brand. We want to add to the unique experiences of our festival attendees, while providing value for the Brands who are sponsoring the event.

EACH OF OUR OFFICIAL VENUE SPONSORS WILL RECEIVE THE FOLLOWING:

- Business Name / Logo on Race T-Shirt
- Complimentary Entrance Tickets to the Polka Fest
- Link to your website on the Polka Fest website
- Mentions on social media
- Your company name will appear on Polka Fest rack print ad distributed throughout the state of Michigan at all M-DOT locations as well as to local tourist boards, hotels and businesses.
- The Polka Fest Emcee will publicly acknowledge and thank you throughout the festival.
- Advertising Opportunities at the Polka Fest to display your product / company.

SUGGESTED VENUE SPONSORSHIPS

TENT SPONSOR 1 Available

This is a naming sponsorship. The big tent is the centerpiece of our event. It is an impressive and awe-inspiring sight that every guest immediately experiences upon arrival. As our tent sponsor your name will be attached to our tent in all marketing. The Cedar Polka Fest held under the (your name here) tent.

CUP SPONSOR 1 Available

As the official cup sponsor your logo will be printed on the 20,000 beverage cups used during Polka Fest. This is an outstanding opportunity to get your logo in the hand of each of our guests.

1st RESPONDOR NIGHT SPONSOR 1 Available

This is a fantastic opportunity for your brand to publicly help us thank our 1st Responders. All 1st Responders receive free admission to Polka Fest on Thursday along with a free drink.

BAND SPONSOR 4 Available

As a band sponsor your name will be attached to your band in all print advertising & all announcements during the festival.

DRINK TICKET SPONSOR 1 Available

As the official Drink Ticket sponsor your logo will be on each of the 50,000+ drink tickets sold during Polka Fest. This is an outstanding opportunity to get your logo into the hand of each of our guests.

RACE SERIES SPONSOR 1 Available

This is a presenting sponsorship. Our 2nd annual 4 mile "Run 4 The Kielbasa" & new this year "The Little Pierogi" fun run, will take place on Saturday morning. As the presenting sponsor your name will be attached to our race series in all marketing.

CRAFT FAIR SPONSOR 1 Available

This is a naming sponsorship. As the Craft Fair sponsor, your name will be attached to the craft fair in all print and online marketing as well as announcements during the festival.

These are just a few of the sponsorship opportunities we have available. For information on additional sponsorship opportunities please contact us:



CONTACT US

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