



Dear Friend of the Festival:

As our economy continues to force more and more families to stay closer to home for vacations and fun, Curwood Festival continues to offer the escape to do so. That is why the Curwood Festival Board is already hard at work getting ready for the 2010 festival being held June 3-6. As always, the goal of the Board is to make this year's Festival a fun-filled, family-oriented experience that is bigger and better than ever! The theme for the 2010 Curwood Festival is "*Fantasy and Fiction*"

It is the goal of the Curwood Festival to partner with you to promote and market your business to the fullest extent! Over 35,000 guests visit Owosso during Curwood events! Over 28,000 full-color Festival brochures, 9,000 copies of the Curwood Festival Schedule of Events and 150 Queen's Scholarship Pageant Programs are printed and distributed annually throughout Shiawassee County and surrounding areas.

The Festival needs the support of the area business community to help insure its continued success. Enclosed you will find a list of partnership opportunities in which your business can invest. In exchange for this investment, your business will receive the tangible benefit of **significant name exposure that will help market and promote your business** throughout Shiawassee County and surrounding areas. You will also receive the intangible benefit of knowing that you have done something outstanding in helping to continue the 33-year legacy of Curwood Festival.

The enclosed pages also describe the complimentary packages Festival partners receive. This is our way of saying thank you for your generous support. If you have any questions after reviewing the information, please contact the Festival via e-mail at curwoodfestival@michonline.net or by phone at 989.723.2161.

All partnerships are first come, first serve. To insure inclusion in printed materials, contributions must be received by **March 26, 2010.**

Thank you for your time, interest and support of the 2010 Curwood Festival. We look forward to another outstanding year!

The 2010 Curwood Festival Board

Mike Espich, President
Lee Mills, Treasurer
Char Cornell, Parliamentarian
Sarah Hoover, Director
Ken McGhee, Director
Kelly VanPoppelen, Director

Don Washburn, Vice President
Lisa Jones, Recording Secretary
Bud Banker, Director
Ryan Kuchar, Director
Paul Rogers, Director
Mike Compeau, City Liaison

2010 Curwood Festival Partner Benefit Levels

Diamond Partner \$1,000 & Over

- Business Name listed in Partner section of the 28,000 full-color Festival brochures designed and distributed by the Sunday Independent
- Business Name listed in the Partner section of 9,000 Schedule of Events distributed throughout Shiawassee County and surrounding areas
- Business Name listed on the Curwood Festival website
- Business Name included in post-festival press releases to related event invested in
- Business Name included on signage at related event invested in
- Business Name listed on Partner board displayed at Curwood Festival office
- Brand association at related event invested in (*Activities must be reviewed and approved by Curwood Festival Board of Directors and Committee Chairman*)
- Special recognition at Partner Appreciation Party
- 10 Individual Partner Appreciation Party Invitations
- 6 Individual Passes to your choice of the Wine and Cheese Party or the Micro-Brew Tasting

Platinum Partner \$800 - \$999

- Business Name listed in Partner section of the 28,000 full-color Festival brochures designed and distributed by the Sunday Independent
- Business Name listed in the Partner section of 9,000 Schedule of Events distributed throughout Shiawassee County and surrounding areas
- Business Name listed on the Curwood Festival website
- Business Name included in post-festival press releases to related event invested in
- Business Name included on signage at related event invested in
- Business Name listed on Partner board displayed at Curwood Festival office
- 8 Individual Partner Appreciation Party Invitations
- 4 Individual Passes to your choice of the Wine and Cheese Party or the Micro-Brew Tasting

Gold Partner \$500 - \$799

- Business Name listed in Partner section of the 28,000 full-color Festival brochures designed and distributed by the Sunday Independent
- Business Name listed in the Partner section of 9,000 Schedule of Events distributed throughout Shiawassee County and surrounding areas
- Business Name listed on the Curwood Festival website
- Business Name included in post-festival press releases to related event invested in
- Business Name included on signage at related event invested in
- Business Name listed on Partner board displayed at Curwood Festival office
- 6 Individual Partner Appreciation Party Invitations
- 2 Individual Passes to your choice of the Wine and Cheese Party or the Micro-Brew Tasting

Silver Partner \$300 - \$499

- Business Name listed in the Partner section of 9,000 Schedule of Events distributed throughout Shiawassee County and surrounding areas
- Business Name listed on the Curwood Festival website
- Business Name included in post-festival press releases to related event invested in
- Business Name included on signage at related event invested in
- Business Name listed on Partner board displayed at Curwood Festival office
- 4 Individual Partner Appreciation Party Invitations

Bronze Partner \$100 - \$299

- Business Name listed in the Partner section of 9,000 Schedule of Events distributed throughout Shiawassee County and surrounding areas
- Business Name listed on the Curwood Festival website
- 2 Individual Partner Appreciation Party Invitations

Friends of the Festival \$99 & Under

- Business or Personal Name listed on the Curwood Festival website

2010 Curwood Festival Partnership Agreement

Company Name: _____

Contact Name: _____ Phone: _____

Address: _____

Fax: _____ E-Mail: _____

I want my partner dollars to totally fund the following event(s):

1st Choice: _____

2nd Choice: _____

Payment for \$ _____ Enclosed _____
(Signature)

I want my partner dollars to be combined with other partner dollars to fund the following event:

1st Choice: _____

2nd Choice: _____

Payment for \$ _____ Enclosed _____
(Signature)

Thank you for your support of the Curwood Festival!

- ✓ Deadline is **March 26, 2010** to insure listing in all printed publications stated
- ✓ Signage is limited to your business name only and names will be in a one-color (black or red) block-style stock font
- ✓ Please note that all banners and signs remain the property of the Curwood Festival
- ✓ Payment is due with the Partnership Agreement. Checks should be made payable to the Curwood Festival

Please mail your signed Partnership Agreement and payment to:

The Curwood Festival
ATTN: Partnerships
PO Box 461
Owosso, MI 48867

Questions? Please call 989.723.2161 or email curwoodfestival@michonline.net noting Partnership Question in the subject line.