



The Curwood Festival is the direct result of a community that takes great pride in its past.

In 1978, the City of Owosso planned a small celebration to commemorate the 100th Anniversary of the birth of local son, James Oliver Curwood. With Curwood's Castle and the Shiawassee River as focal points, a festival was born.

Curwood's pride in his home town has been duplicated and multiplied by the citizens of Owosso, as Curwood Festival has earned the reputation as one of the best run festivals in Michigan attracting 25,000 people to the area annually.

Curwood Festival has fulfilled and exceeded the expectations of the small group of original organizers. Hundreds of volunteers work together for one giant community event, reinforcing Owosso's pride in its past and providing Shiawassee County with a viable economic asset as we say  
*"Welcome to Curwood Country!"*



## **Curwood Festival Partner Benefit Levels**

### **Sustaining Partner \$1,200 & Over**

- Business Logo with a direct link to your website from the Curwood Festival webpage.
- 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 event related post-festival press releases
- Business Name included on signage at related event invested in
- Brand association at related event invested in (*Activities must be reviewed and approved by Curwood Festival Board of Directors and Committee Chairman*)
- 10 Individual Hospitality Party Invitations
- 6 Individual Passes to the Wine and Cheese Party

### **Diamond Partner \$1,000 - \$1,199**

- 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 event related post-festival press releases
- Business Name included on signage at related event invested in
- Brand association at related event invested in (*Activities must be reviewed and approved by Curwood Festival Board of Directors and Committee Chairman*)
- 10 Individual Hospitality Party Invitations
- 6 Individual Passes to the Wine and Cheese Party

### **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 event related post-festival press releases
- Business Name included on signage at related event invested in
- 8 Individual Hospitality Party Invitations
- 4 Individual Passes to the Wine and Cheese Party

### **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 event related post-festival press releases
- Business Name included on signage at related event invested in
- 6 Individual Hospitality Party Invitations
- 2 Individual Passes to the Wine and Cheese Party

### **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 event related post-festival press releases
- Business Name included on signage at related event invested in
- 4 Individual Hospitality 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 Hospitality Party Invitations

### **Friends of the Festival \$99 & Under**

- Business or Personal Name listed on the Curwood Festival website