

2010 ISLAND CITY FESTIVAL JULY 23RD AND 24TH
SPONSORSHIP REQUEST

As you may be aware by now, the Plainwell Chamber of Commerce voted to discontinue its organization of the Island City Festival. The Arts Council voted on April 28th, to take a leadership role to plan this event. We will collaborate with the DDA to form a steering committee that will plan the Festival and ensure transparency and fiscal accountability. All proceeds will be placed in a separate account to be earmarked for future Festival funding, DDA projects and Arts Council projects that benefit the community.

We need your help to ensure success. There are many events that had been scheduled and will be taking place. We will try to accommodate all groups that had programs planned. The list of events planned to date is attached for your perusal. As can be seen by this list, many organizations benefit by hosting their fundraiser during Festival.

We are asking for your financial support to keep this historical event alive. The one big difference this year and a costly obstacle we don't have to face is the planning and cost for the popular beer tent. However, we are seeking vendors/organizations to take responsibility for this service and will help them in any way we can.

We will be hosting an Art Hop the Friday night that historically starts festival. This will add to festivities downtown and bring lots of people into our community.

We are seeking all kinds of sponsorship and no amount is too small. There are many things to pay for that don't generate income such as insurance, advertising, police coverage, fencing and waste management to name a few.

We are asking for your sponsorship at one of the various levels listed below. **Please respond by June 30, 2010.**

\$3000 Co-sponsor. A conspicuously placed banner listing your company solely as Co-Sponsor. All advertising and printed materials will list you as Co-Sponsor with your logo. You will be given a poster to hang in your business indicating you are the cosponsor of the 2010 Island City Festival.

\$1000 or more. Platinum Level. Listed in a vertical banner with other Platinum level sponsors at our main stage. You will be given a poster to hang in your business indicating you are a Platinum Level Sponsor of the 2010 Island City Festival.

\$500 or more. Gold Level. Your company will be listed in a banner with other Gold Level sponsors at the our main stage. You will be given a poster to hang in your business indicating you are a Gold Level Sponsor of the 2010 Island City Festival.

\$250 or more. Silver Level. You will be given a poster to hang in your business indicating you are a Silver Level Sponsor of the 2010 Island City Festival.

Less than \$250. Contributor.

We hope that you are able to help us fund this event. Should you have any questions or perhaps have an in-kind donation to make, please let us know. You can contact Cathy Green at greeneses@mei.net or by calling 269.685.3161 or Lea Tanaka at lea.m.tanaka@gmail.com or by phone at 685-9140.

We thank you for your continued support of historical event.

Your sponsorship check made payable to the Plainwell Arts Council can be sent to:

Plainwell Arts Council
PO Box 383
Plainwell, MI 49080

Tentative Schedule of Events for 2010 Island City Festival

3 on 3 Basketball Benefits: Plainwell Basketball program

Antique Farms Tools and Tractor Show: Self Supporting

Art Hop: Benefits Participating businesses and area artists

Arts & Craft Show Benefits: DDA

Baby Contest Benefits: Gun River Conservation Club's 'Send a kid to camp'

Battle of the Bands for area teens

Car & Truck Show

Children's Craft Area: Benefits Plainwell Arts Council

Cornhole Tournament Benefits: Plainwell Community Recreation Scholarship

Dog Walk for Sylvia's Place

Duck Race Benefits: Martin Resource Center

Fishing Seminar -- Adult & Children's

Island City Co-ed Softball Tournament

Island City Festival 5k Run/Walk Benefits: Plainwell Education Foundation

Kayak Races

K.O.C. Bingo Benefits: Knights of Columbus

Motorcycle Show

Pancake Breakfast & Used Instrument Drive Benefits: Band Boosters

Photo Contest

Scotty Bud Classic Fishing Tournament Benefits: Pretty Lake Camp

Twin Cities Jaycees music in the street