



HARBOR DAYS 2024

Dear Potential Sponsor,

As we celebrate a new year, the Elk Rapids Harbor Days Association has hit the ground running in planning for our 69th festival! Our goal is to honor history as well as grow for the future, and we *invite you* to be a part of the 2024 celebration!

History

Elk Rapids Harbor Days began in 1955 to help the Rotary Club raise funds to build the town harbor. The governor dedicated the harbor in 1961 and commended the people of Elk Rapids for undertaking and completing the harbor without any State help. Since then, the festival became an opportunity to celebrate our vibrant area with locals and tourists. The Chamber of Commerce managed the festival until 2011, when the Elk Rapids Harbor Days Association became a separate, non-profit entity, whose only purpose is to host and manage the festival.

Community Benefit

The festival also serves as a base for significant annual fundraisers for some of our local non-profit organizations, who provide good works for the community all year long. These groups receive 100% of the proceeds from their events, including:

American Legion/AMVETS	Safeguard American Veteran entitlements	Beer Tent
Chamber of Commerce	Promoting business & community growth	Craft Show & Swan Race
Elk Rapids High School	K-12 education	Harbor Run
Elk Rapids Rotary	Community services, goodwill, peace	Chicken Dinner
Lion's Club	Humanitarian services	Arnold's Carnival

Our 2024 goal is to host and diversify events and raise awareness with a wider community reach.

Financial Impact

Most of the funding for the festival is donation-based, which allows most of our events to be offered free of charge. Fixed administrative costs and insurance are 10% of the budget, and overall festival costs increased 30% from 2022 to 2023. Harbor Days draws approximately 10,000 visitors to the area. Conservative direct and indirect economic impact to local businesses and community residents exceeds \$750,000.

We welcome you to engage in this wonderful community event, celebrating our thriving area and encouraging locals and visitors to experience our businesses, art, agriculture, and natural areas!

Shaun Quinn, Michele Spillane, Jennifer LaPointe, Mary Lakin, Shelley Appelbaum, Lisa Buczkowski, Myra Muth, Nancy Wonch – Your Elk Rapids Harbor Days Board



P.O. Box 801
Elk Rapids, MI 49629
Phone | 231.342.1058

2024 SPONSORSHIP FORM

Business or Individual Name:	
Contact Person:	
Mailing Address:	
Email:	
Phone:	

SPONSORSHIP LEVELS AND PRICING

Sponsorship Level	Select Level
Platinum - \$4,000	
Gold - \$2,000	
Silver - \$1,200	
Bronze - \$600	
Business Boom-ER - \$250	

DEADLINES, DETAILS, & PAYMENT INFO

Deadline for commitment is June 15, 2024
Please email an official company logo as a JPEG or PDF to office@elkrapidsharbordays.org
Mail completed form and payment to Elk Rapids Harbor Days Association P.O. Box 801, Elk Rapids, MI 49629 Form received without payment will be invoiced by Elk Rapids Harbor Days and is due upon receipt.
If you have any questions, please call 231-342-1058 or email info@elkrapidsharbordays.org

2024

SPONSORSHIP LEVELS

SCAN TO SPONSOR



BUSINESS BOOM-ER	BRONZE	SILVER	GOLD	PLATINUM
\$250+	\$600	\$1,200	\$2,000	\$4,000

package includes

package includes

package includes

package includes

package includes

Limited edition Business Boom-ER Memento



Thank you in ER News AFTER festival



Social media thank you & acknowledgments



Mention during festival radio promotions



Collectible sponsor flag for business display



Prime logo placement on media



of VIP Fireworks tickets



of Business Signs posted around festival





Sponsorship Level Color Key



Business Boom-ER

Bronze

Silver

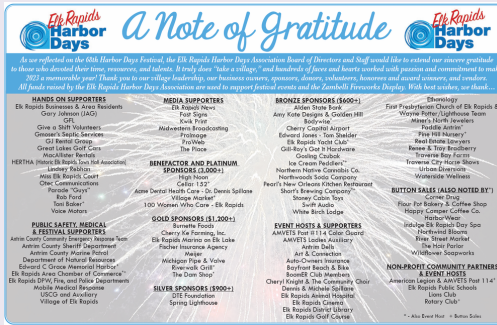
Gold

Platinum

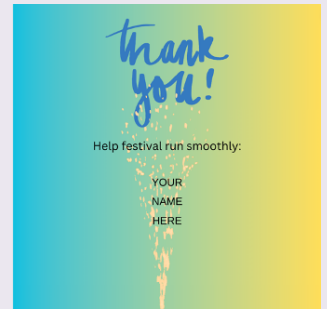
Business Boom-ER Memento



Thank You in Elk Rapids News



Social Media Thank You



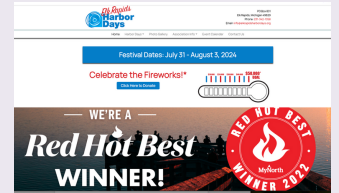
Radio Promotion



Collectible Flag



Prime Website Logo Placement



Parade Banner



VIP Fireworks Tickets



Business Signs

