

SPONSOR PACKET

3rd Annual Westside Summer Fest

*A celebration of community
and diversity!*

SATURDAY, JULY 25, 2009



SAGINAW & PRINCETON



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**3rd Annual
Westside
Summer Fest**

*A celebration of community
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Join the NorthWest Initiative in creating healthy communities in Northwest Lansing.

EVENT GOAL

The Westside Summer Fest is a free, family-friendly off Saginaw Street on Lansing's Westside, complete with live music, kids' activities, a farmers' and artisans market, and more. The event helps create a positive image for Lansing's Westside, brings people to the area, and increases community connections. Positive experiences and publicity stimulate economic and social investment in the business and residential districts along Saginaw Street. Funds raised support programming provided by the NorthWest Initiative.

THE NEED

The NorthWest Initiative was created in 2000 to address health disparities in Northwest Lansing. Some of health problems disproportionately impacting the area include heart disease, diabetes, and infant mortality. Community summits and surveys show the need for access to health insurance and health care; fresh, healthy foods; safe housing; and safe, walk-able streets and neighborhoods.

NorthWest Initiative addresses these needs by delivering programs and services related to health outreach, food system enhancement, youth enrichment, housing improvement, and community economic development.

SPONSORS

The NorthWest Initiative is seeking sponsors for the 3rd Annual Westside Summer Fest. Sponsorships can be in the form of grants or donations of cash or in-kind support or services. Sponsorship opportunities and benefits of sponsoring at each level are outlined in this packet.

EVENT ATTENDEES

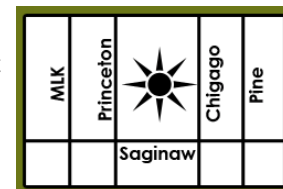
The 2nd Annual festival drew in more than 5,000 attendees of all ages and ethnicities. Attendees were 25% White, 25% African American, 25% Latino, and 25% Asian, Native American, and other ethnicities. Many families came to enjoy the variety of kids' activities; couples and single people of all ages enjoyed the live music and farmers' and artisans' market.

EVENT SCHEDULE

The 3rd Annual Westside Summer Fest will start at 1:00 p.m. and end at 9:00 p.m.

EVENT LOCATION

The Westside Summer Fest takes place in Lansing, along Princeton Street and in the large city lot that runs between Princeton and Chicago, just north of Saginaw Street. (This is a 1/4 mile west of Downtown Lansing and a 1/2 mile southwest of Old Town Lansing.)



Contact: Jessica Yorko 517.999.2894 jessica@nwlansing.org www.westsidesummerfest.com
517.999-2895
517.214.5684 (cell)

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SPONSORSHIP OPPORTUNITIES

The NorthWest Initiative is seeking sponsors for the 3rd Annual Westside Summer Fest. Sponsorships can be in the form of grants or donations of cash or in-kind support or services.

Festival Underwriter - \$ 5,000 and up (Presenting or Title Sponsor)

- Name/Logo on www.westsidesummerfest.com, www.nwlansing.org, and www.lansingswestside.com home pages for one year (More than 10,000 hits each year)
- Name/Logo in all print advertisements for the festival (At least 5 ads in July 2009)
- Name/Logo on all Summer Fest posters (500)
- Name/Logo on all Summer Fest postcards (10,000)
- Name/Logo in three different print and electronic neighborhood and business newsletters during June, July and August (5,000 households and 80 businesses)
- Name/Logo on all festival banners (5)
- Table/booth to promote your organization at the festival

Main Stage Sponsor – \$ 2,500 - \$4,999

- Name/Logo on www.westsidesummerfest.com, www.nwlansing.org, and www.lansingswestside.com home pages for June, July, and August
- Name/Logo on Main Stage banner
- Name/Logo on all Summer Fest posters (500)
- Name/Logo on all Summer Fest postcards (10,000)
- Name/Logo in three different print and electronic neighborhood and business newsletters during June, July and August (5,000 households and 80 businesses)
- Table/booth to promote your organization at the festival

Health Tent Sponsor – \$ 2,000-\$2,499

- Name/Logo on www.westsidesummerfest.com, www.nwlansing.org, and www.lansingswestside.com home pages for June, July, and August
- Name/Logo on banners outside and inside the Health Expo at the festival
- Name/Logo on all Summer Fest posters (500)
- Name/Logo on all Summer Fest postcards (10,000)
- Name/Logo in three different print and electronic neighborhood and business newsletters during June, July and August (5,000 households and 80 businesses)
- Table/booth to promote your organization at the festival

T-Shirt Sponsor - \$1,000 - \$1,999

- Name/Logo on www.westsidesummerfest.com, www.nwlansing.org, and www.lansingswestside.com home pages for June, July, and August
- Name/Logo on festival T-shirts (Minimum 50)
- Name/Logo on all Summer Fest posters (500)
- Name/Logo on all Summer Fest postcards (10,000)
- Name/Logo in three different print and electronic neighborhood and business newsletters during June, July and August (5,000 households and 80 businesses)
- Table/booth to promote your organization at the festival

Festival Sponsor - \$500 - \$999

- Name/Logo on all Summer Fest posters (500)
- Name/Logo on all Summer Fest postcards (10,000)
- Name/Logo in three different print and electronic neighborhood and business newsletters during June, July and August (5,000 households and 80 businesses)
- Name/Logo on www.westsidesummerfest.com sponsorship page for one year.

Friends of the Westside Summer Fest - \$250 - \$499

- Name/Logo in three different print and electronic neighborhood and business newsletters during June, July and August (5,000 households and 80 businesses)
- Name/Logo on www.westsidesummerfest.com sponsorship page for one year.

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3RD ANNUAL WESTSIDE SUMMER FEST COMMITTEE

Joy Baldwin
Deann Brown
Stephanie Campbell
Mike Demarteleare
Michael Flowers
Chris Lewless
Emma Koppelman
Dwaine Maybin
Joe McDonald
Tiffany and Marcus McKissic
Qosmon Sagataw
Nikki Schippel
Peggy Vaughn-Payne
Rudy Wilson
Jessica Yorko
Maria Zavala
Monica Zuchowski

The NorthWest Initiative is excited to continue this wonderful event for the Lansing area, is grateful to all those who are involved in the event, and looks forward to working with you as a sponsor of this event.

Together we can create healthy communities in Northwest Lansing!

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