

Advertise Your Business at Liberty Fest! Canton's Biggest Event of the Year!



Friday, June 19 and Saturday, June 20, 2009

This year's 18th Annual Liberty Fest will be the biggest and best yet! This two day festival is packed with entertainment, venues and events for all ages. The festival, set in Heritage Park, draws 60,000+ people from the Canton community and surrounding areas and is the most anticipated event of the year.

Festival highlights include: a spectacular fireworks display, daily headlining entertainment on more than one stage, a classic car show, a large screen movie playing under the stars, various strolling entertainment venues, a marketplace, arts and crafts, taste of Canton, kid/family zone, specialty food items, senior health and wellness tent, an international festival, an iron chef competition, carnival rides and many more surprises.

Heritage Park is transformed into a hot spot for good music, special foods, a car show, fireworks, ethnic displays, and lots of entertainment. The highlight of the festival is the fireworks display on Saturday night. This show is considered one of the most outstanding displays in the metro Detroit area. Liberty Fest provides a perfect opportunity for families to spend quality time together this summer!



CANTON *Leisure Services*
Creating Community
Through People, Parks, Places and Programs

**To inquire about sponsorships
at the 2009 Liberty Festival
visit: www.canton-mi.org
(click on Leisure Services)**

Advantage
Marketing Solutions LLC
www.CallAdvantageNow.com
(248) 912-1285

Exclusive Sponsorships:

Event Naming Rights: \$20,000

Liberty Festival is the biggest event of the year for the Canton Community. The festival is known to draw 60,000 + attendees and is highly publicized through: television on Canton's Public Access Channel; Newspaper press releases for all community papers including The Observer & Eccentric, Detroit News, Canton Eagle to name a few. Event Sponsor will hold the affiliation with the popular entertainment venues.

Sponsor Benefits:

- Name listed prominently in all publicity as exclusive event sponsor
- Full page ad in three Discover brochures mailed to 38,000 households
- Full page ad in 2008-2009 The Village Theater at Cherry Hill brochure
- Announcements at all stages throughout the weekend promoting event sponsorship
- Appropriate signs and banners on the festival grounds (provided by sponsor)
- Listed as 2009 Liberty Fest sponsor on www.canton-mi.org under Leisure Services
- Prominent coverage of sponsorship on Canton's cable access channel
- Reserved seating for evening main stage entertainment and fireworks
- Reserved parking throughout the festival
- Inclusion in all festival advertising
- Complimentary booth on festival grounds
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services
- Available! Company mentioned in announcements on radio before and during the festival

***Includes choice of two Premium Sponsor Community Rewards Packages**

Fireworks Sponsor: \$10,000

Known as one of the most spectacular displays in the Metro Detroit area, our fireworks display is the most anticipated event of the whole festival. It has been estimated that more than 60,000 people watch our show each year. All eyes are on the sky as roads and surrounding neighborhoods close down in order to accommodate the attendees and traffic that the fireworks attract.

Sponsor Benefits:

- Name listed prominently in all publicity as exclusive sponsor of the fireworks
- Appropriate signage on the festival grounds (provided by sponsor)
- Announcements at all stages throughout the weekend
- Listed as 2009 Liberty Fest sponsor on www.canton-mi.org under Leisure Services
- Reserved seating for evening main stage entertainment and fireworks
- Reserved parking for fireworks
- Inclusion in festival advertising
- Coverage on Canton's cable access channel
- Complimentary booth on festival grounds
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services
- Available! Company mentioned in announcements on radio before and during the festival

***Includes choice of two Premium Sponsor Community Rewards Packages**

Fireworks Co-Sponsor: \$5,000 (3 sponsorships available)

Sponsor Benefits:

- Name listed in all advertising as a fireworks co-sponsor
- Appropriate signage on the festival grounds (provided by sponsor)
- Listed as 2009 Liberty Fest sponsor on www.canton-mi.org under Leisure Services
- Inclusion in festival advertising
- Coverage on Canton's cable access channel
- Complimentary booth on festival grounds
- Announcements at all stages
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services
- Available! Company mentioned in announcements on radio before and during the festival

***Includes choice of two Premium Sponsor Community Rewards Packages**

Entertainment Sponsorships:

Friday Night Stage Entertainment: \$6,500

Sponsor Benefits:

- Listed prominently in all publicity as sponsor
- Banner displayed at the stage (provided by sponsor)
- Company mentioned in radio announcements before and during festival
- Stage announcements
- Inclusion in festival advertising
- Reserved seating for evening main stage entertainment
- Complimentary booth on festival grounds
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services
- Available! Company mentioned in announcements on radio before and during the festival

***Includes choice of one Premium Sponsor Community Rewards Package**

Friday Afternoon Stage Entertainment: \$3,500

Sponsor Benefits:

- Listed prominently in all publicity as sponsor
- Banner displayed at the stage (provided by sponsor)
- Stage announcements
- Inclusion in festival advertising
- Reserved seating for evening main stage entertainment
- Complimentary booth on festival grounds
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services

***Includes our Community Facilities Rewards Package**

Saturday Night Stage Entertainment: \$6,500

Sponsor Benefits:

- Listed prominently in all publicity as sponsor
- Listed as 2009 Liberty Fest sponsor on www.canton-mi.org under Leisure Services
- Banner displayed at the stage (provided by sponsor)
- Stage announcements
- Inclusion in festival advertising
- Complimentary booth on festival grounds
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services
- Available! Company mentioned in announcements on radio before and during the festival

***Includes choice of one Premium Sponsor Community Rewards Package**

Kid/Family Zone Sponsor: \$5,000

Our most popular area and still growing. This area has high visibility and is where young families congregate each year to enjoy the festivities. This area will feature: carnival rides, inflatable rides, Community Classrooms and other family fun activities.

Sponsor Benefits:

- Listed in all publicity, as exclusive Kid/Family Zone Sponsor
- Banner(s) located in the children's area (provided by sponsor)
- Stage announcements
- Inclusion in all festival advertising
- Complimentary booth on festival grounds
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services

***Includes choice of one Premium Sponsor Community Rewards Package**

Kid/Family Zone Individual Sponsorships

Sponsor Benefits:

- Listed in all publicity, as area sponsor of Kid/Family Zone
- Banner(s) located in the children's area (provided by sponsor)
- Inclusion in all festival advertising
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services
- **Carnival Rides: \$2,000**
- **Inflatable Park: \$1,500**
- **Climbing Wall: \$1,000**
- **Community Classrooms: \$1,000**
- **Teen Tent: \$1,000**

International Festival: Naming Rights: \$2,500

This is a festival within a festival. The International Festival will consist of the Canton LIVE stage with cultural shows running all day Saturday and will feature three restaurants with cultural flair.

Sponsor Benefits:

- Appropriate sponsor signs & banners on stage and in Heritage Park (provided by sponsor)
- Inclusion in festival advertising
- Mention on Canton's cable access channel
- Complimentary booth on festival grounds
- International Stage announcements describing sponsorship
- Promotional opportunities
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services

***Includes our Community Facilities Rewards Package**

Festival Program Book: \$3,000

Sponsor Benefits:

- On-site signage at the park (provided by sponsor)
- Inclusion in festival advertising
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services
- Promotional opportunities
- Premium logo placement on Program Book

Taste of Canton: Naming Rights: \$2,500

Back by popular demand, this area offers a space for area restaurants to display their signature cuisines and popular appetizers. Taste of Canton will be featured on the radio with announcements throughout the festival.

Sponsor Benefits:

- On-site signage at the park (provided by sponsor)
- Inclusion in festival advertising
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services
- Promotional opportunities

Taste of Canton Restaurant Participant: \$350

Up to 10 restaurant participants; Booth Size 10'x10'. Get exposure for your restaurant and be located in a high traffic area! This feature of the festival offers booth space for restaurants to set up shop and sell their signature cuisines or popular appetizers to the festival attendees.

Saturday Afternoon

Iron Chef Competition: \$1,500

Canton Kitchen Stadium returns for its 3rd Annual Festival Cooking Challenge at the amphitheater. Just like on TV, every chef will have a secret ingredient to incorporate into their meals.

Sponsor Benefits:

- Appropriate sponsor signs & banners on stage and in Heritage Park (provided by sponsor)
- Inclusion in all festival advertising
- Stage announcement describing sponsorship
- Listed as 2009 Liberty Fest sponsor on www.canton-mi.org under Leisure Services
- Sponsorship recognition displayed on screen prior to show and/or promotional video (supplied by sponsor)
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services

Senior Health & Wellness Tent: \$1,500

Activities geared towards mature adults and will include health and wellness information and opportunities. Plus live entertainment and refreshments.

Sponsor Benefits:

- Appropriate sign/banner in the area (provided by sponsor)
- Inclusion in event publicity as exclusive health & wellness area sponsor
- Inclusion in all festival advertising
- Promotional opportunities
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services

Information Station Naming Rights: \$1,500

Sponsor Benefits:

- On-site signage at the park (provided by sponsor)
- Inclusion in festival advertising
- Listed as 2009 community sponsor on www.canton-mi.org under Leisure Services
- Promotional opportunities
- Complimentary booth on festival grounds

Contributing Event Sponsorship: \$1,000-\$3000

This unique sponsorship is for those businesses or organizations that wish to make a contribution that will add to our festivities. Price based on space/facility requirements, permits, staff support and civic services needed. This sponsorship also includes advertising and publicity in various festival promotions to the public. If you are interested, please call Advantage Marketing and let us know your idea, (248) 912-1285

Shuttle Cart Naming Rights: \$350 per day

Shuffles are a popular ways to get around the festival. Attendees and riders depend on the festivals many shuttles to take them where they need to go.

Sponsor Benefits:

- Shuttles have high visibility
- Appropriate signs displayed on carts (provided by sponsor)
- Inclusion in all festival advertising
- Promotional opportunities
- Listed as 2009 Liberty Fest sponsor on www.canton-mi.org under Leisure Services

Ask Us about our radio sponsorship opportunities available for all Liberty Fest sponsors at an additional cost. Rates and packages are specially discounted for Canton Liberty Fest supporters.