18th Annual

Cottage & Lakefront Living Show - Grand Rapids™

DeVos Place

MARCH 22-24, 2024

SPONSORSHIP OPPORTUNITIES & PACKAGES

SPONSORSHIP PACKAGES	PRESENTING SPONSOR $30,000	PREMIUM SPONSOR $15,000	MAJOR FEATURE SPONSOR $7,500	FEATURE SPONSOR $5,000	HOSTING SPONSOR $3,300
Recognition	Exclusive	Exclusive			
Logo Placement	Included in all Places where Show logo is, in floorplan, on cover of the digital show program, and highlighted in the exhibitor listing	Included in floorplan, on cover of the digital show program, and highlighted in the exhibitor listing	Included in floorplan and highlighted in the exhibitor listing	Included in floorplan and highlighted in the exhibitor listing	Included in floorplan
Show Program	Full page ad	1/2 page ad	1/4 page ad	1/4 page ad	Logo included
Signage Rights	Logo placed on entry lobby signage and placed at the top of the sponsor welcome board	Logo placed on entry lobby signage and placed towards the top of the sponsor welcome board	Logo placed on all corresponding feature signage and on the sponsor welcome board	Logo placed on all corresponding feature signage and on the sponsor welcome board	Logo placed on the sponsor welcome board
Tickets	1000 Tickets	500 Tickets	250 Tickets	100 Tickets	50 Tickets
Exhibit Space	Lobby premium location	Premium Location bulk space	2 booths premium location	2 corner booths	Double booth (8' x 20')
Inclusion in Advertising					
TV	*As Presenting Sponsor, your logo and audio mention will run with the Show logo and mention through the entire Ad Campaign	Logo in all :30 and :60 second ads	Logo in all :60 second ads	-	-
Radio		Audio in all :60 second ads	Logo or audio mention run in any ads that mention your corresponding Major Feature	-	-
Releases		Mention			-
Magazine		Logo placement			-
Email		Logo and link included in at least 2 pre-Show emails and included in thank you email	Logo and link included with any mention of your Major Feature and in thank you email	Logo and link included with any mention of your Feature and in thank you email	Logo and link included in thank you email
Billboards		-	-	-	-
Website	Prominent logo placement and link	Logo placement and link	Logo placement and link	Logo placement and link	Logo placement and link
Social Media	Mention and tags in show related posts	Mention and tags in show related posts	Mention and tags in any posts about corresponding Major Feature	Mention and tags in any posts about corresponding Feature	Mention, and tags in sponsorship posts

Major Features Available: Monroe Street Beach
Features Available: Seminar Stage, Dock Party, Biking MI Adventure, Outdoor Game Area

Signed contract and first payment must be received by the following deadlines to be included in each element.
January 13 2023: TV, Radio, Press Releases, Magazines, and Billboards
February 24, 2023 Show Floorplan, Show Program, and Emails