



OCTOBER 1, 2022

Groundwork is thrilled to announce that, after taking two years off from our tremendous in-person event, we are hosting our seventh Harvest at the Commons farm-to-table fundraiser, located on the historic lawn of the Grand Traverse Commons. **THE HARVEST EVENT IS BACK!** It's a magical community event and our biggest fundraiser, bringing together over 650 supporters to enjoy carefully prepared, beautiful food from local farms and celebrate another year of working together to protect the environment, strengthen the economy, and build community.

The success of Groundwork's Harvest event is dependent on the sponsorship generosity of our business partners and we sincerely hope you will sign up as a sponsor today. We are also continuing our wildly successful auction that will start a couple of weeks before the event and culminate on Oct. 1 at the event itself.

SPONSORSHIP GUIDE

PROVIDING SPONSOR

\$20,000 (1 available)

12 complimentary tickets to Harvest at the Commons with premium reserved seating, drink tickets, \$1,500+ value.

Recognition & Branding Opportunities

- Printed promotional materials including event flyer and invitations (posted in 100+ businesses in TC area and mailed to 3,000+ homes and businesses)
- Registration confirmation emails (received by 300+ registrants)
- Stand-alone logo placement in Harvest slideshows
- Two high-visibility banners on tent poles
- Sponsor banner placed on event website and e-blasts that link to your website
- Sponsor banner on homepage of event website
- Logo placement on sponsor page of website
- Logo placement in event promo emails to Groundwork's e-news audience
- Logo placement in thank-you email to event participants
- Opportunity to be featured in the fun Sponsor Parade
- Verbal recognition from the stage at the event
- Minimum 2 social media mentions or shares on Groundwork's Facebook page

SUSTAINING SPONSOR

\$10,000

8 complimentary tickets to Harvest at the Commons with premium reserved seating, drink tickets, \$1,000+ value.

Recognition & Branding Opportunities

- Printed promotional materials including event flyer and invitations (posted in 100+ businesses in TC area and mailed to 3,000+ homes and businesses)
- Registration confirmation emails (received by 300+ registrants)
- Placement in Harvest slideshow
- High-visibility banner on tent pole
- Logo placement in event promo emails to Groundwork's e-news audience
- Logo placement in thank-you email to event participants
- Opportunity to be featured in the fun Sponsor Parade
- Sponsor banner placed on event website and e-blasts that link to your website

FIELD SPONSOR

\$5,000

8 complimentary tickets to Harvest at the Commons with premium reserved seating, drink tickets, \$750+ value.

Recognition & Branding Opportunities

- Printed promotional materials including event flyer and invitations (posted in 100+ businesses and mailed to 3,000+ homes and businesses)
- Registration confirmation emails (received by 300+ registrants)
- Placement in Harvest slideshow
- High-visibility banner on tent pole
- Opportunity to be featured in the fun Sponsor Parade
- Logo placed on event website that links to your website

BLOSSOM SPONSOR

\$2,500

4 complimentary tickets to Harvest at the Commons with premium reserved seating, drink tickets, 500+ value.

Recognition & Branding Opportunities

- Printed promotional materials including event flyer and invitations (posted in 100+ businesses and mailed to 3,000+ homes and businesses)
- Placement in Harvest slideshow
- Opportunity to be featured in the fun Sponsor Parade
- Logo placed on event website that links to your website

SEED SPONSOR

\$1,000

2 complimentary tickets to Harvest at the Commons with premium reserved seating, drink tickets, 250+ value.

Recognition & Branding Opportunities

- Printed promotional materials including event flyer and invitations (posted in 100+ businesses and mailed to 3,000+ homes and businesses)
- Placement in Harvest slideshow
- Opportunity to be featured in the fun Sponsor Parade
- Logo placed on event website that links to your website

SPECIAL MUSIC STAGE SPONSOR

———— \$7,500 (1 available)

Live music is a key part of the Harvest experience. Over the years we've had everything from bluegrass to salsa to blues to funk—and no matter what genre we choose one thing is for sure: it will be a great band and people will dance and have a grand time.

The Music Stage Sponsor receives all the benefits of the \$5,000 Field level, PLUS a big banner with your logo across the stage and the satisfaction of knowing that you are bringing fantastic live music to the community.



DONATE TO THE SILENT AUCTION

The financial success of Harvest relies on donations from the business community to be included in the silent auction. We're looking for exciting experiences, locally made products, artwork, and other unique items to excite event attendees.

Here's how we'll recognize silent auction donors:

- Listed as a donor in PDF program
- Listed as a donor in thank-you emails to event participants
- Recognized as a donor in silent auction listing
- Tagged on social media in silent auction specific event posts

Sponsor Deadlines

July 15, 2022

Sponsorship deadline for logos to be included in promotional and event materials.

For more information, to reserve your sponsorship, discuss in-kind sponsorship, or donate to the silent auction, please contact **Stephanie Prall**, Groundwork's Development Specialist, at 231.883.7097 or stephanie@groundworkcenter.org.

THANK YOU TO PAST SPONSORS

