

Dear Potential Sponsor,

We are excited to invite you to become an exhibit sponsor to support our forthcoming exhibit, ***Sugar Loaf, A Retrospective***. This exhibit is a culmination of community curated memories and artifacts from the former Sugar Loaf Ski Resort. It will touch on geography, early use of the hill, and expand on its years as a non-profit and commercial ski destination, highlighting the strong community that it created.

The exhibit's grand opening will be *June 18th, 2024* and will remain open year round for two years (closing in 2026). The sponsorship levels have been created to accommodate varying budgets and desired levels of involvement. We believe these options will provide ample opportunities for your business to showcase its commitment to Leelanau's cultural heritage while maximizing exposure and benefits.

Exhibit & Program Visitation

| ≈4,000 annually

(Visitors stay an average of 30-60 minutes per visit)

Website/Social Media Reach

| 60,000+ annually

(Facebook/Instagram, Blog & monthly emails)

We are committed to working closely with our sponsors to ensure that your investment yields the maximum benefits and aligns with your organizational goals and values. Please review the following pages outlining the different sponsor levels. We are more than happy to consider any special requests. Your support will not only help make this exhibit a reality but also contribute to the educational enrichment and cultural vibrancy of our community.

Thank you for considering this opportunity to partner with us. Together, we can make a lasting impact on our community's appreciation for history and heritage.

We look forward to hearing from you!

Warm regards,

Kim Kelderhouse
LHS Executive Director
Kim@LeelanauHistory.org

In appreciation, we invite all sponsors to join us for an exclusive reception:

Sugar Loaf Exhibit Preview & Toast | May 30th, 5-6pm

Join LHS Staff & Board to unveil the exhibit ahead of the general public & LHS Membership.



Exhibit Sponsorship

◆ **Awful Awful - Black Diamond Sponsorship Level - [\$1,500]**

- Prominent recognition as the **Black Diamond Sponsor** within the exhibit, on the exhibit poster, and in the exhibit debut press release.
- Acknowledgment during the exhibit's opening ceremony.
- Logo placed with hyperlink to your website on LHS's exhibit webpage.
- Logo Placement and tags on LHS Facebook/Instagram Exhibit Sponsorship and Exhibit Announcement Posts.
- Invitation for you and (up to) 3 guests to attend an exclusive **Exhibit Preview & Toast** prior to the grand opening - *Thursday, May 30th, 5-6pm*.
- Invitation to the **Grand Opening** on June 18th for you and (up to 3) guests.
- (10) Complimentary General Admission Tickets to the Museum.
- Logo placement in LHS's annual Printed Newsletter & email newsletter.
- Acknowledgement at Sugar Loaf Exhibit programs.

● **Peppi - Blue Circle Sponsorship Level - [\$1,000]**

- Recognition as a **Blue Circle Sponsor** within the exhibit, on the exhibit poster, and in the exhibit debut press release.
- Logo placed with hyperlink to your website on LHS's exhibit webpage.
- Social media recognition on our platforms.
- Acknowledgment during the exhibit's opening ceremony.
- Invitation for you and (1) guest to attend an exclusive **Exhibit Preview & Toast** prior to the grand opening - *Thursday, May 30th, 5-6pm*.
- Invitation to the **Grand Opening** on *June 18th* for you and (2) guests.
- (5) Complimentary General Admission Tickets to the Museum.
- Acknowledgement in LHS's annual Printed Newsletter & email newsletter.

■ **Sugar & Spice - Green Square Sponsorship Level - [\$500]**

- Recognition as a **Green Circle Sponsors** within the exhibit, on the exhibit poster, and in the exhibit debut press release.
- Name and hyperlink to your website on LHS's exhibit webpage.
- Social media recognition on our platforms.
- Acknowledgment during the exhibit's opening ceremony.
- Invitation for you and (1) guest to attend an exclusive **Exhibit Preview & Toast** prior to the grand opening - *Thursday, May 30th, 5-6pm*.
- (3) Complimentary General Admission Tickets to the Museum.

Contact: Kim Kelderhouse, Executive Director, Leelanau Historical Society & Museum.

P.O. Box 246 | Leland, MI 49654 | 231-256-7475 | Kim@LeelanauHistory.org | www.LeelanauHistory.org

Sugar Loaf

Exhibit Sponsorship

Sponsor's **name, logo** and/or **link** will be included on the designated items below.

Sponsorship Benefits	Awful Awful ◆ Black Diamond \$1,500	Peppi ● Blue Circle \$1,000	Sugar & Spice ■ Green Square \$500
Logo displayed in exhibit	✓	✓	✓
Press Release	Name	Name	Name
Exhibit Poster	Logo	Name	Name
Link on Exhibit Webpage	Logo + Link	Logo + Link	Name + Link
Acknowledgment at exhibit Grand Opening Ceremony	✓	✓	✓
Facebook & Instagram Thank You Post	Link	Link	Link
Facebook & Instagram Exhibit Announcement Post	Logo + Link	Link	Link
Invitation to Exhibit Preview & Toast (5/30/24)	✓ +3 Guests	✓ +1 Guest	✓ +1 Guest
Complimentary General Admission to Museum	10	5	3
Invitation to Grand Opening (6/18/24)	✓	✓	
Acknowledgment in LHS email newsletter	Logo	Name	
Acknowledgment in LHS annual printed newsletter	Logo	Name	
Acknowledgment at Sugar Loaf Exhibit Programs	✓		

See reverse side for benefit details.

Sponsorship Commitment Deadline: April 26, 2024

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Exhibit Sponsorship

CONTRACT

Complete the following information as you want it to appear online and in print.

Sponsor Name _____ **Date** _____

Address _____

Email _____

Phone _____ **Website** _____

Social Media Accounts _____

Contact Name _____ **Title** _____

*Please email a high resolution vector business logo to: Liz@LeelanauHistory.org

Select Sponsorship Level:

- Black Diamond Sponsor (\$1,500)**
- Blue Circle Sponsor (\$1,000)**
- Green Square Sponsor (\$500)**

***Sugar Loaf: A Retrospective* Exhibit Sponsorship | Payment / Agreement**

Sponsorship benefits begin when this signed contract and full payment are received by the Leelanau Historical Society. All sponsorship contracts/payments must be received by **April 26, 2024** to be included in exhibit and marketing materials.

Mail Check: Payable to *Leelanau Historical Society* - P.O. Box 246, Leland, MI 49654

Credit Card: Card Number _____ Exp. Date _____

Name on Card _____ Zip _____ Security Code _____

My sponsorship benefits are the only benefits I am entitled to. Sponsorships do not entitle you to the benefits of the Leelanau Historical Society Memberships. I agree to pay my selected sponsorship amount in full. Leelanau Historical Society reserves all rights to design, conduct, produce, and manage the *Sugar Loaf; A Retrospective Exhibit*, and my sponsorship grants no rights in these areas. By signing below, I acknowledge and accept the terms and conditions of this contract.

Sponsor Signature _____ **Date** _____

Contact: Kim Kelderhouse, Executive Director, Leelanau Historical Society & Museum.

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