



arts & music  
festival

august 23 - 25, 2018



## about

The "event formerly known as Summer Fest" is expanding into a three-day arts and music festival featuring live music, street performers, first run plays by Michigan playwrights, a craft beer tasting event, food trucks, and street performers.

## dates

August 23 - 25, 2018

## location

Milan, Michigan

Just off US Route 23 between Toledo and Ann Arbor

## 2018 schedule

**SPONGE** (Saturday headliner)

One of the Motor City's heaviest hitters, Sponge, gained international notoriety with their debut album "Rotting Piñata" (Sony). Emerging from Detroit with hits like "Plowed" and "Molly (16 Candles)" Sponge received massive airplay on radio stations from coast to coast and were in heavy rotation on MTV. Both "Plowed" and "Molly" hit #5 on Billboard's Modern Rock Charts, catapulting "Rotting Piñata" to Gold, and ultimately Platinum status.

**CAPTAIN IVORY, VENDETTA RIDE, THE JAZZ BUMS, and ANDY PATALAN** will also perform. Confirming additional acts daily.

**ROUSTABOUT THEATRE TROUPE** will stage several staged readings by professional actors of first-run plays by Michigan playwrights.

## facts & figures

- 5,000 plus expected attendance for Route 23 Arts & Music Festival
- 1,000 plus attended the 2017 main stage event featuring **YOUR GENERATION IN CONCERT**
- Milan, Michigan (population 6,000) is located in southeast Michigan (ten miles south of Ann Arbor, and approximately 35 miles from Detroit and Toledo, Ohio).

## marketing

- Billboard on US 23
- website: [www.route23artsandmusicfestival.com](http://www.route23artsandmusicfestival.com)
- Social media including Facebook and Instagram (posts and paid promotions)
- Print and broadcast outreach including Ann Arbor, Detroit, Monroe, Jackson, Lansing, and Toledo
- Outreach to Pure Michigan, Washtenaw County CVB
- Flyers and posters at other events including Bloom, and 3rd Thursdays



coming soon  
[www.route23artsandmusicfestival.com](http://www.route23artsandmusicfestival.com)

# sponsorship information

## platinum

\$5,000

- main stage naming rights
- 10 tickets to craft beer tasting event
- 10 tickets to Sponge
- 2 reserved seats at one play each day of the festival
- logo placement on website
- logo on festival t-shirt
- banner placement at event
- sponsorship exposure at one 3rd Thursdays event
- ad in festival program guide

## gold

\$2,500

- secondary stage naming rights
- 5 tickets to craft beer tasting event
- 5 tickets to Sponge
- 2 reserved seats to one play each day of the festival
- logo placement on website
- logo on festival t-shirt
- banner placement at event
- ad in festival program guide

## silver

\$1,000

- tertiary stage naming rights
- 2 tickets to craft beer tasting event
- 2 tickets to Sponge
- 2 reserved seats to a play each day of the festival
- logo placement on website
- logo on festival t-shirt
- banner placement at event
- exposure in festival program guide

## bronze

\$500

- play venue sponsor
- logo placement on website
- name listed on festival t-shirt
- banner placement at event
- exposure in festival program guide

## festival patron

\$100 Business/Organization

\$50 Individual

- name listed in festival program guide
- name listed on festival website

sign me up!

business / organization name

contact name

email

phone number

- platinum (\$5,000)
- gold (\$2,500)
- silver (\$1,000)
- bronze (\$500)
- Patron: Business/Organization (\$100)
- Patron: Individual (\$50)

I will mail a check

I would like to pay by credit card, please invoice me





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[www.route23artsandmusicfestival.com](http://www.route23artsandmusicfestival.com)