



2025 SPARTA EVENTS Sponsorship Opportunities

*Creating Economic Vitality:
Making things happen in our town.*





SPARTA EVENTS

I would love the opportunity to sit down with you and discuss your goals, vision, and how we might collaborate to make a meaningful impact together! I'm confident we can create a strategy that aligns with your objectives while benefiting our community. Let me know your favorite coffee, and I'll stop in to discuss the opportunities within your budget!



Elizabeth Morse
616-218-0488
ddadirector@spartami.org

www.spartachamber.com/give

All of Sparta should be so proud to know that our community was recognized for our outstanding work. We are really fortunate to be in such a “great place to grow!”



Sparta was recognized at the annual Michigan Downtown Association conference amongst hundreds of downtowns! “Sparta has just over 4000 residents and although a relatively small community, the Sparta DDA is making tremendous strides and creating economic development, placemaking and positive change. Through the collaboration, and our open door / open engagement / open for business type policy, we have become the vital partner for all entities to work in tandem with the efforts that are ongoing in our community. Granted, this is the perfect size community to have a combination effort thrive and have a ‘work together’ vibrancy, without duplication or negative competition. We have obtained tremendous support from corporations, businesses, community foundations, etc. as we continue to provide a vibrant leadership that people want to ‘get on board’ with us.”



THE "WE GOT YOU COVERED!" PACKAGES

PACKAGE #1 \$5,000

- Title Sponsor (Pick 1 Event, 3 Title Sponsors / event) (Ex: Beer & Brat Fest brought to us by YOUR NAME):
Town & Country Beer & Brat Apple Fest
- Logo on the side of our Wagon used at several events
- Name on-site & in print material for all 4 large events
- Social media spotlight
- Logo on all 3 event t-shirts
- On Site Booth at any of the Events**

PACKAGE #2 \$3,500

- Main Stage Sponsor at 2 Events of your choice (Circle 2): Town & Country Beer & Brat Apple Fest
- Logo on the side of our Wagon used at several events
 - Name on site & in printed material for all 4 large events
 - Social media spotlight
 - Logo on all 3 event t-shirts
 - On Site Booth at any of the Events**

PACKAGE #3 \$2,500

- Main Stage Sponsor at 1 of the Events of choosing (Circle 1): Town & Country Beer & Brat Apple Fest
- Name on site & in printed material for all 4 large events
 - Social media spotlight
 - Logo on all 3 event t-shirts
 - On Site Booth at any of the Events**

ADD ONS

- Concerts in the Park (Introduce Band) \$500
- Thursdays on the Square (Sponsor Band and/or Bring Clients for an Open House Appreciation!) \$250
- Downtown Decor \$500
- Summer Flowers \$100
- Volunteer Sponsor (Provide Appreciation) \$250

CONTACT US

Elizabeth Morse (Sponsorship Q's) 616-218-0488
 ddadirector@spartami.org
 Beth Baltruczak (Event Q's) 616-540-7002
 events@spartami.org
 Chamber Office (General Q's) 616-887-2454

Yes, I would like to Sponsor Sparta Today!

Package # _____

Business Name:

Contact person:

Phone Number:

Email:

Event Chosen (Title Sponsor if Package #1 or Main Stage if #2 or #3)

Total Amt Enclosed

Bill Me for Full Amount

Bill Me Quarterly

**Please let us know if you would like to set up a booth at any events! Fill in events here if you already know when you'd like to come:

SPARTA

Town & Country
DAYS



TOWN & COUNTRY DAYS

MAY 15-18, 2025

Long standing Sparta tradition! This family fun festival is filled with a parade, carnival, entertainment, & so much more!



TITLE SPONSOR

\$5,000



MAIN STAGE

\$2,000



PETTING ZOO

\$1,000



PARADE

\$750



LOGO ON T-SHIRT

\$500



KID'S GAMES

\$250

Thursday Family Farm Night Expo
We are inviting local businesses & organizations to have a booth space to provide games and/or giveaways for families on May 15! Please let us know if you would like to have a space in this



T&C Days Parade
Showcase your business to thousands of excited spectators and be part of a cherished tradition on Sat. May 17. Sign up today and let's make this parade unforgettable together!



Name: _____

Email Address: _____

Phone Number: _____

Sponsorship Total: _____

Total Enclosed Bill Me for the Full Amount Bill Me Quarterly

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BEER & BRAT FEST JUNE 13-14, 2025

This is a fun, adult focused event filled with outdoor activities, several bands, awesome local beers, delicious brats, & craft vendors!



TITLE SPONSOR
\$5,000



MAIN STAGE
\$2,000



AXE THROWING
\$1,000



BRAT STATION
\$750



LOGO ON T-SHIRT
\$500



FOWLING
\$250

Name: _____

Email Address: _____

Phone Number: _____

Sponsorship Total: _____

Total Enclosed Bill Me for the Full Amount Bill Me Quarterly

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MICHIGAN APPLE FEST SEPTEMBER 19-20, 2025

This family friendly fest celebrates apples in all forms and fashions! Live music, vendors, kid's games, hard cider tent, and traditional fun apple contests like apple peeling, apple pie baking, apple sling shot, & apple pie eating!



TITLE SPONSOR

\$5,000



MAIN STAGE

\$2,000



APPLE PIE EATING

\$1,000



ZOO/PONIES

\$750



LOGO ON T-SHIRT

\$500



KID'S GAMES

\$250

Name: _____

Email Address: _____

Phone Number: _____

Sponsorship Total: _____

Total Enclosed

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Bill Me Quarterly

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Shop Sparta

CHRISTMAS IN SPARTA NOV 21, 2025 (SHOP SPARTA) & THROUGHOUT DECEMBER

From Shop Sparta with Floats, Christmas Tree Lighting, & Fireworks to Santa Visits, Holiday Wagon Rides, and Reindeer Night.



TITLE SPONSOR

\$5,000



FIREWORKS

\$2,000



REINDEER

\$1,000



CANDY CANE LANE

\$750



HOLIDAY WAGON RIDES

\$500



S'MORES

\$250

Name: _____

Email Address: _____

Phone Number: _____

Sponsorship Total: _____

Total Enclosed

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Bill Me Quarterly

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UPCOMING EVENTS 2025

February - Yeti on the Loose (Search in Sparta)

May 15-18 - Town & Country Days

June 4 - Princess & Superhero Night

June 11-August 6 - Concerts in the Park

June 13-14 - Beer & Brat Fest

July Date TBD- Thursdays on the Square

August 8-9 - Sparta Celtic Fest

September 19-20 - Michigan Apple Fest

October 3 - Homecoming Parade & Pep Rally

October 25 - Scare on the Square

November 21 - Shop Sparta

December- Santa Visits

spartachamber.com

**2025 Dates are Subject to Change*