



January 2020

Mackinac Associates is excited to introduce our new business sponsorship packages. We look forward to providing an opportunity for the business community to become more involved in what we do in a more coordinated way.

Mackinac Associates is a 501(c)(3) non-profit organization that supports the research, interpretive, preservation, and park programs of Mackinac State Historic Parks. Our mission is simple: "Friends preserving and sharing Mackinac's Heritage."

Mackinac State Historic Parks is a family of living history museums on Mackinac Island and in Mackinaw City that include Fort Mackinac, The Richard and Jane Manoogian Mackinac Art Museum, Historic Downtown Mackinac, Colonial Michilimackinac, Old Mackinac Point Lighthouse, and Historic Mill Creek Discovery Park. Funds raised through Mackinac Associates from membership fees, fundraising campaigns and sponsorships go towards assisting Mackinac State Historic Parks efforts in preserving the rich history and natural beauty of the Straits of Mackinac.

A variety of sponsorship levels and opportunities are available, which will be available on an annual basis. In 2020 the Mackinac Island State Park Commission and Mackinac Island State Park will be celebrating 125 years. This year our sponsorship package includes a few special events that will only be available in 2020 to commemorate this anniversary.

We hope you will join us in protecting, preserving and presenting the rich historic and natural resources of the Straits of Mackinac.

Please contact Michelle Walk, Membership and Development Coordinator, at (231) 436-4100 or [walkm1@michigan.gov](mailto:walkm1@michigan.gov), with any questions or to discuss other giving or sponsorship options. Deadline to be guaranteed to be included on all items listed in sponsorship packet for a given level is March 1, 2020.

## **2020 Sponsorship Opportunities**

There are multiple sponsorships available at these levels

### **Presenting Sponsor - \$25,000**

Ticket value approximately \$2,300

- Sponsor recognition at the following events
  - Fort2Fort Five Mile Challenge (May)
  - G. Mennen Williams Mackinac Celebration (June)
  - Red, White and Blue Celebration (July)
  - 125<sup>th</sup> Anniversary Gala (July)
  - Laframboise Donor Appreciation Reception (August)
  - Mackinac Associates Annual Meeting (August)
- Recognition in all issues of Curiosities during the sponsorship year (3 issues)
- Recognition in all regular e-news (does not include special notices and member benefits)
- Recognition on Mackinac Associates website and electronic donor boards (donor boards are located at Colonial Michilimackinac Visitors Center, Old Mackinac Point Lighthouse gift shop, Historic Mill Creek Discovery Park Visitor Center and Mackinac Island State Park Visitors Center)
- Recognition on Mackinac Associates website
- Recognition on Mackinac State Historic Parks website
- Recognition on-site at all events
- Recognition in 125<sup>th</sup> anniversary gala program
- Minimum of 12 stand-alone social media posts (minimum 1 per month)
- 125<sup>th</sup> Anniversary commemorative pin
- 4 tickets to G. Mennen Williams Mackinac Celebration
- 4 tickets to Red, White and Blue
- 4 tickets to Laframboise Donor Appreciation Reception
- 4 tickets to Mackinac Associates annual meeting
- 4 race entries for Fort2Fort five-mile challenge
- 4 tickets to 125<sup>th</sup> Anniversary Gala
- Opportunity to include information in participant goodie bags for Fort2Fort five-mile challenge

## **Supporting Sponsor - \$15,000**

Ticket value approximately \$1,200

- Sponsor recognition at the following events
  - Fort2Fort Five Mile Challenge (May)
  - G. Mennen Williams Mackinac Celebration (June)
  - Red, White and Blue Celebration (July)
  - 125<sup>th</sup> Anniversary Gala (July)
  - Laframboise Donor Appreciation Reception (August)
  - Mackinac Associates Annual Meeting (August)
- Recognition in all issues of Curiosities during the sponsorship year (3 issues)
- Recognition in all regular e-news (does not include special notices and member benefits)
- Recognition on Mackinac Associates website and electronic donor boards (donor boards are located at Colonial Michilimackinac Visitors Center, Old Mackinac Point Lighthouse gift shop, Historic Mill Creek Discovery Park Visitor Center and Mackinac Island State Park Visitors Center)
- Recognition on Mackinac Associates website
- Recognition on Mackinac State Historic Parks website
- Recognition on-site at all events
- Recognition in 125<sup>th</sup> anniversary gala program
- Minimum of 6 stand-alone social media posts
- 125<sup>th</sup> Anniversary commemorative pin
- 2 tickets to G. Mennen Williams Mackinac Celebration
- 2 tickets to Red, White, and Blue
- 2 tickets to Laframboise Donor Appreciation Reception
- 2 tickets to Mackinac Associates annual meeting
- 2 race entries for Fort2Fort five-mile challenge
- 2 tickets to 125<sup>th</sup> Anniversary Gala
- Opportunity to include information in participant goodie bags for Fort2Fort five-mile challenge

### **Sustaining Sponsor - \$2,000**

- Recognition in one issue of Curiosities
- Inclusion in sponsor recognition e-news
- Recognition on Mackinac Associates website
- Recognition on electronic donor boards (4 locations throughout park sites)
- 10 tickets good for admission to any Mackinac State Historic Parks site
- Recognition in 125<sup>th</sup> Anniversary Gala program
- 125<sup>th</sup> Anniversary commemorative pin
- Opportunity to include information in participant goodie bags for Fort2Fort five-mile challenge

### **Friend - \$1,000**

- Recognition in one issue of Curiosities
- Inclusion in sponsor recognition e-news
- Recognition on Mackinac Associates website
- Recognition on electronic donor boards (4 locations throughout park sites)
- 4 tickets good for admission to any Mackinac State Historic Parks site
- Recognition in 125<sup>th</sup> Anniversary Gala program
- 125<sup>th</sup> Anniversary commemorative pin
- Opportunity to include information in participant goodie bags for Fort2Fort five-mile challenge

## **Presenting Sponsorship for specific events**

**G. Mennen Williams Mackinac Celebration - \$10,000**

**Red, White and Blue Celebration - \$5,000**

**Laframboise Donor Appreciation Reception - \$5,000**

**Mackinac Associates Annual Meeting - \$3,000**

One sponsorship available for each event

- 2 tickets to sponsored event
- Recognition at event
- Recognition in one issue of Curiosities
- Recognition in any e-news promoting the event
- One stand-alone social media post
- Recognition on Mackinac Associates website
- Recognition on electronic donor boards (4 locations throughout park sites)
- 125<sup>th</sup> Anniversary commemorative pin
- Opportunity to include information in participant goodie bags for Fort2Fort five-mile challenge

**Fort2Fort Five Mile Challenge - \$3,000**

One sponsorship available

- Business logo displayed at start and finish line
- Business logo on all runner bibs
- Four complimentary race entries (including shirt, finisher medal and race day entry to Fort Mackinac)
- Recognition Fort2Fort information page on the Mackinac State Historic Parks website
- Recognition in May issue of Curiosities
- Two stand-alone social media highlights leading up to race day
- Opportunity to have logo on participant and volunteer goodie bags
- Opportunity to include promotional items in the runner and volunteer goodie bags
- Recognition in 125<sup>th</sup> Anniversary Gala program
- 125<sup>th</sup> Anniversary commemorative pin

## **Mackinac Island State Park Commission/Mackinac Island State Park 125<sup>th</sup> Anniversary**

One sponsorship per event, available 2020 only.

### **125<sup>th</sup> Fireworks - \$15,000**

### **125<sup>th</sup> Gala - \$10,000**

- 2 tickets to 125<sup>th</sup> Anniversary Gala
- Recognition in one issue of Curiosities
- Recognition in any e-news promoting the event
- One stand-alone social media post
- Recognition on Mackinac Associates website
- Recognition on Mackinac State Historic Parks website
- Recognition on electronic donor boards (4 locations throughout park sites)
- Recognition in 125<sup>th</sup> Anniversary Gala program
- 125<sup>th</sup> Anniversary commemorative pin
- Opportunity to include information in participant goodie bags for Fort2Fort five-mile challenge

### **125<sup>th</sup> Anniversary Concert - \$1,500**

- Recognition at event
- Recognition in one issue of Curiosities
- Inclusion in sponsor recognition e-news
- Recognition on Mackinac Associates website
- Recognition on Mackinac State Historic Parks website
- Recognition on electronic donor boards (4 locations throughout park sites)
- 4 tickets good for admission to any Mackinac State Historic Parks site
- Recognition in 125<sup>th</sup> Anniversary Gala program
- 125<sup>th</sup> Anniversary commemorative pin
- Opportunity to include information in participant goodie bags for Fort2Fort five-mile challenge

## **Movies in Fort Mackinac – \$4,000**

### **Movies by the Bridge – \$4,000**

As a special activity during the 125<sup>th</sup> anniversary season, Mackinac State Historic Parks will be showing movies inside of Fort Mackinac and in Michilimackinac State Park day use area near the base of the Mackinac Bridge. The movies will be shown one night a week on a different night for each location. These movies will be presented at no charge to the general public.

- Recognition on-screen prior to each movie
- Recognition in one issue of Curiosities
- Inclusion in sponsor recognition e-news
- Recognition on Mackinac Associates website
- Recognition on Mackinac State Historic Parks website
- Recognition on electronic donor boards (4 locations throughout park sites)
- 4 tickets good for admission to any Mackinac State Historic Parks site
- Recognition in 125<sup>th</sup> Anniversary Gala program
- 125<sup>th</sup> Anniversary commemorative pin
- Opportunity to include information in participant goodie bags for Fort2Fort five-mile challenge

## **Colonial Christmas at Michilimackinac - \$2,500**

This new event will provide visitors with an overview of holiday traditions at Michilimackinac in the 17<sup>th</sup> and 18<sup>th</sup> centuries. Several buildings will be open for stories and short interpretive programs. Visitors will move through the fort at their own pace. Snacks, drinks, and crafts will be available at the various stations.

- Recognition at event
- Recognition in one issue of Curiosities
- Inclusion in sponsor recognition e-news
- Recognition on Mackinac Associates website
- Recognition on Mackinac State Historic Parks website
- Recognition on electronic donor boards (4 locations throughout park sites)
- 4 tickets good for admission to any Mackinac State Historic Parks site
- Recognition in 125<sup>th</sup> Anniversary Gala program
- 125<sup>th</sup> Anniversary commemorative pin
- Opportunity to include information in participant goodie bags for Fort2Fort five-mile challenge