

23rd Be A Tourist In Your Own Town

Event Sponsorship Gives Community-Wide Exposure!

Hurry! Deadline March 17, 2017

On June 3, 2017 an expected 15,000 people will attend Be A Tourist In Your Own Town, with passports in hand, ready to explore over 70 attractions, one-of-a-kind tours and multiple area hot spots. This is not simply a festival, but an awareness-building event that makes regional ambassadors out of every participant. Don't miss out on this opportunity to reach a wide audience, and contribute to an event that makes everyone proud to be a part of the Greater Lansing community.

Key Sponsorship Info...

As a sponsor of Be A Tourist In Your Own Town, you will have the opportunity to:

- Be visible to thousands of area residents.
- Receive free passports to provide to your employees, clients, friends and family.
- Position you and your organization as a generous and community-minded asset to the region's economic growth.



What 2016 Participants Said:

“ My favorite part is checking out new and interesting parts of Lansing. Now we have a list of all the fun things we can do as a family. ”

“ I love being able to visit parts of Lansing that I've never been to before, even though I've lived here most of my life. ”

“ I think people really forget how much there is to do in the area. We really are blessed. ”

Sponsorship Levels and Benefits - Deadline March 17, 2017

<u>Sponsorship Level</u>	<u>You Give</u>	<u>You Get</u>
Platinum Sponsor	\$2,500+	500 passports Listed as sponsor on 15,000 passports. Official sponsor of 1 of 4 area info stations. (Community outreach opportunities can be arranged) Link to your homepage off “Be A Tourist” website. Promotion on social media. Recognition on volunteer T-shirts. Placement on Event Signage.
Gold Sponsor	\$1,000+	250 passports Listed as sponsor on 15,000 passports. Link to your homepage off “Be A Tourist” website. Promotion on social media. Recognition on volunteer T-shirts. Placement on Event Signage.
Silver Sponsor	\$500+	125 passports Listed as sponsor on 15,000 passports. Recognition on volunteer T-shirts. Placement on Event Signage.
Bronze Sponsor	\$300+	75 passports Listed as sponsor on 15,000 passports.

BE A TOURIST IN YOUR OWN TOWN - PASSPORT SPONSORSHIP

To become a sponsor complete this form and fax it to 517-487-5151 or email it to llanspeary@lansing.org by March 17, 2017 *Required Field

1 *Contact Information:

*Company Name: _____

*Contact Person: _____ *Email: _____

*Address: _____
Street City Zip

*Phone Number: _____ Fax Number: _____

2 *Select a level of sponsorship involvement:

☐ Platinum \$2,500+

☐ Gold \$1,000+

☐ Silver \$500+

☐ Bronze \$300+

3 *How would you like your passports distributed? Select one box:

☐ Please donate my allotted passports to a community agency (eg. Boys & Girls Club, Big Brothers, St. Vincent Charities, etc.) **We will note on each passport these were generously donated by your company.

☐ Please notify me and I will pick up the passports and distribute them myself.

4 *Please select a method of payment:

☐ Check enclosed, made payable to Greater Lansing Convention & Visitors Bureau

☐ Credit Card (circle one): MC VS AmEx Dis

*Credit Card #: _____

*Exp. Date: ____ / ____ *CCV#: _____ (Three digit code on back of card)

*Signature: _____

5 *Submit this form:

Please submit completed forms to *Lori Lanspeary, Leisure Marketing Manager* by fax at (517) 487-5151 or by email at llanspeary@lansing.org. **Forms are due no later than March 17, 2017.**
Questions? Call Lori at (517) 377-1423.



Greater Lansing Convention & Visitors Bureau
500 East Michigan Avenue, Suite 180, Lansing, MI 48912
Fax: (517) 487-5151