



PALOOZA

SPONSORSHIP PACKET

2024





TABLE OF CONTENTS

What is LO Palooza	03
About Wildwood Ampitheater.....	04
Who is The Daisy Project.....	05
How Your Donations Make an Impact.....	06
Examples of Sponsorship Rewards	07
Sponsorship Levels	08



WHAT IS LO PALOOZA

LO Palooza is an annual fundraiser held at Wildwood Amphitheater to benefit The Daisy Project - MI ("The Daisy Project"). 2024 LO Palooza will be held Saturday, **September 14, 2024**. LO Palooza is an all day music festival featuring some of the best local musicians Michigan has to offer. The event features live bands/musicians cranking out the tunes all day, spanning across many musical genres - ranging from cover bands to rock and roll to singer/songwriters to country rock to thrash grass and everything in-between!

In addition to the incredible local talent playing music, LO Palooza also features local food trucks to whet your appetite; a beer tent featuring: the finest craft and domestic beer, wine, and liquor to quench your thirst; a merch booth with the coolest tshirts and swag from the event, and multiple free kids activities to keep the young ones busy!

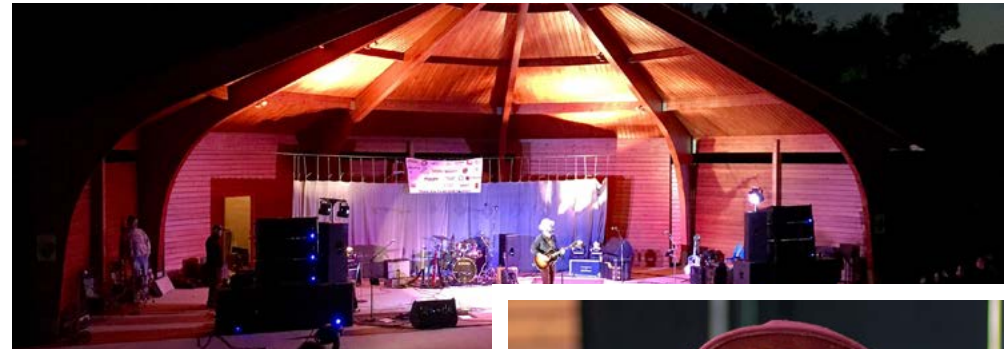
The Daisy Project is a 501(c)3 non-profit organization and believes in giving back to the community, so all the proceeds from LO Palooza are funnelled right back into the community to create and enhance recreational spaces to make them more accessible for individuals with special needs. The Daisy Project - MI believes that fun is universal, inclusion is expected, and to be kind and ROCK ON!



ABOUT WILDWOOD AMPITHEATER

Wildwood Amphitheater (“Wildwood”) is an awesome little gem of an outdoor amphitheater located at Civic Center Park in Orion Township, across from Canterbury Village. Wildwood is home and host to many outdoor cultural events throughout the spring, summer and early fall. You can enjoy outdoor concerts, theater productions, music festivals, movies on the hill, and other public events. Some events are no cost, while others require tickets.

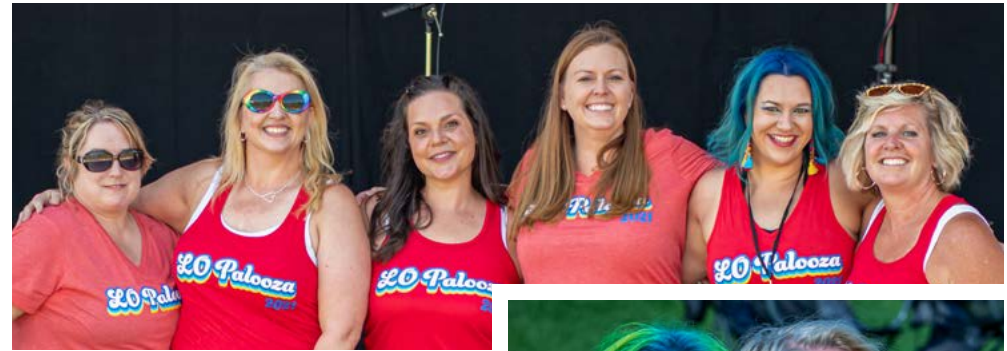
Wildwood offers a beautiful space for outdoor events with ample parking and lots of trees, which provide a noise buffer to not disturb local residents. Wildwood also has a fabulous concession stand and a covered pavilion area, as well as a paved walkway to make enjoying all that Wildwood has to offer available to patrons of varying abilities. Bring a blanket and/or a chair to use while you enjoy the beauty of a night at Wildwood. Outside food and beverages are not allowed, unless medically required. Food and drinks are available for purchase at most events.



WHO IS THE DAISY PROJECT

We are a small, but mighty, non-profit run by 7 dedicated, passionate women who are moms, aunts, and friends to some pretty amazing kids with special needs. We are working to make the world more accessible and inclusive for those with special needs, so they can have the same opportunities as everyone. This includes opportunities to: play on a playground with friends, play baseball, enjoy a day at the beach, or picnic with friends and family in their communities.

With your support, we can continue to raise funds to donate to recreational spaces that everyone can enjoy together. The Daisy Project believes that fun is universal, inclusion is expected and to be kind and ROCK ON!





HOW YOUR DONATIONS MAKE AN IMPACT

There are many tangible reasons to sponsor LO Palooza:

- We are a 501 (c) 3 non-profit charity, so any sponsorships/donations are tax deductible to the extent allowed by law
- Sponsoring will provide visibility for your company/business
- Sponsorship provides a platform for awareness and engagement of potential and current customers, events or programs

There are also many intangible reasons to sponsor LO Palooza:

- It is a well-attended annual event featuring local musicians, food trucks, beverages and a great way to spend the a beautiful late summer day, supporting a worthwhile cause
- Your current customers will love the fact that you are investing your money locally, helping make life accessible for everyone
- Your future customers will love the fact that you care enough about the people in your community to sponsor this amazing event
- Everyone knows and cares for someone with a disability
- You might never know the true impact you have on the life of someone who is able to experience for the first time: a day at the park or beach with loved ones, swinging on a swing, or a baseball game they are able to not only play, but be cheered on by fans - the smiles it brings are PRICELESS!



EXAMPLES OF SPONSORSHIP REWARDS*



*These are just examples of some of the sponsorship rewards. Please read the sponsorship levels (starting on the next page) for full details.



Billboard Award/Presenting Sponsor

\$5,000 | LIMITED TO ONE SPONSOR

Our premier sponsorship level with a limit of one. This rocking sponsorship has the greatest exposure in all areas of marketing before and during the event. We view this level as a partnership to promote you, The Daisy Project, and LO Palooza 2024.

REWARDS-BEFORE LO PALOOZA

- Name/Logo on Billboard(s)
- Name/Logo on all print promotional materials
- Weekly branded Social Media posts

REWARDS-DURING LO PALOOZA

- Name/Logo on Entrance Banner day of event
- Name/Logo on 2024 LO Palooza shirts
- Name/Logo on 2024 LO Palooza Silipint
- Recognition at event
- Opportunity to speak live at LO Palooza
- Option for a booth at LO Palooza
- Yard signs in beer tent or cornhole area
- Banner on the stage during LO Palooza

REWARDS-AFTER LO PALOOZA

- Weekly branded social media posts

SPECIAL SPONSORSHIP GIFT

- 10 tickets to LO Palooza
- 10 LO Palooza t-shirts
- 4 LO Palooza sweatshirts
- Exclusive swag bag
- Food & drink vouchers for 2
- Signed band poster (if available)



Compilation

\$2,500 | LIMITED TO TEN SPONSORS

This high level sponsorship is limited to 10. This level provides a significant amount of brand recognition and marketing. Perfect for anyone who wants their name out in the community and is eager to help make a difference.

REWARDS-BEFORE LO PALOOZA

- Name/Logo on selected print promotional materials
- Branded monthly social media posts

SPECIAL SPONSORSHIP GIFT

- 8 tickets to LO Palooza
- 8 LO Palooza shirts
- 8 LO Palooza Silipints

REWARDS-DURING LO PALOOZA

- Name/Logo on Entrance Banner day of event
- Name/Logo on 2024 LO Palooza shirts
- Opportunity to speak live at LO Palooza
- Option for a booth at LO Palooza
- Yard sign in beer tent or cornhole area
- Name/Logo on banner on the stage during LO Palooza



Diamond Album (Green Room sponsor)

\$1,500 | LIMITED TO ONE SPONSOR

This sponsorship level is limited to one and provides an intimate opportunity to sponsor the Green Room utilized by the different talent/artists throughout the day of the event. You will be able to showcase your business or firm in a unique way.

REWARDS-BEFORE LO PALOOZA

- Name/Logo on selected print promotional materials
- Branded social media posts

SPECIAL SPONSORSHIP GIFT

- 6 tickets to LO Palooza
- 6 LO Palooza shirts
- 6 LO Palooza Silipints

REWARDS-DURING LO PALOOZA

- Promotional material displayed in the **Green Room** area
- Poster with Name/Logo in green room
- Name/Logo on entrance banner day of event
- Opportunity to speak live at LO Palooza
- Yard sign in outdoor green room area



Platinum Album

\$1,000 | UNLIMITED SPONSORSHIPS

This popular sponsorship level is geared towards sponsoring individual activities at LO Palooza 2024, such as the Face Painting, Henna artist, etc. This is a great opportunity for exposure in the community and at the event.

REWARDS-BEFORE LO PALOOZA

- Name/Logo on selected print promotional materials
- Branded social media posts

REWARDS-DURING LO PALOOZA

- Name/Logo on entrance banner day of event
- Yard sign posted at designated sponsored activity at LO Palooza (if available)
 - Example: Face Painting, Henna artist, etc.

SPECIAL SPONSORSHIP GIFT

- 4 tickets to LO Palooza
- 4 LO Palooza Silipints



Gold and Silver Albums

GOLD: \$500 - SILVER: \$250 | UNLIMITED SPONSORSHIPS

These affordable sponsorship levels are the perfect opportunity for individuals or small companies to be part of this fantastic event and receive exposure the day of the event.

Gold

REWARDS-DURING LO PALOOZA

- Name/Logo on entrance banner day of event

SPECIAL SPONSORSHIP GIFT

- 2 tickets to LO Palooza
- 2 LO Palooza Silipints

Silver

REWARDS-DURING LO PALOOZA

- Name/Logo on entrance banner day of event

SPECIAL SPONSORSHIP GIFT

- 1 ticket to LO Palooza
- 1 LO Palooza Silipints

We Get By With a Little Help From Our Friends

\$100 | UNLIMITED SPONSORSHIPS

Like the popular song, we get by with a little help from our friends – we know that any amount can make a difference. When we all work together, great things can happen.

REWARDS-DURING LO PALOOZA

- Name/Logo on entrance banner day of event

SPECIAL SPONSORSHIP GIFT

- 1 ticket to LO Palooza



ROCK ON!

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thedaisyprojectmi.com



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