



# HOWELL MELON FESTIVAL

August 15-18, 2024

in Historic Downtown Howell, MI

## About the Festival

### Festival Reach

Over 46,000 people were in attendance in 2023

Facebook posts reach over 8,000 people

Over 1,000 Instagram followers

9,000+ people subscribed to our email updates

## Festival Offerings

- Festival tent serving melon-flavored wine & seltzer
- 47th annual Melon Run
- Kids Melon Patch Fun Zone
- CornHowell Tournament
- Classic Car Show
- Large Vendor Fair
- Mascot Dash
- Mechanical Bull
- RC Car Racing
- And so much more!!
























### Why Sponsor?

Without the support from our community the Melon Festival would not be possible.

Over 46,000 people visit Downtown Howell during the festival. The sponsors are what make the event memorable. It's also a great opportunity to show off your business!



# SPONSORSHIP LEVELS BREAKDOWN

SPONSORSHIP BENEFITS	MAJOR MELON \$10,000	MIGHTY MELON \$5,000	MINI MELON \$2,500
10x10 booth space (Sat-Sun Only)			
Company Logo Displayed at Special Event Area			
Logo on Festival website with your website link			
Logo on festival thank you page in fall HAPRA guide			
Paid social media feature			
*Logo on RC car that you will receive after the festival			
Logo on 64th Annual Melon Festival Shirt			
One free team/table entry for golf outing or Melon Ball			
Featured in a Melon Festival Video ad			

\*denotes limited quantity



# MAJOR MELON \$10,000

## Sponsorship Benefits

- 10x10 Booth Space (Sat-Sun Only)
- Logo and link to your website showcased on the Howell Melon Festival Website
- Logo included on festival thank you page in Howell Recreation guide
- Paid feature on Howell Melon Festival social media
- Logo on an RC car that will be raced during the festival. You also get to keep the car after the festival (only 5 available)
- Logo on the 64th Annual Howell Melon Festival shirt
- One free team entry for the Melon Golf Outing or One free table for the Melon Ball
- Featured in a social media ad for the Howell Melon Festival
- Company logo displayed at a special event of your choosing (first come, first serve)

## Be the Headline Sponsor at any of these events!

- All weekend festival tent
- Mainstage entertainer
- Dog Agility Routine
- Inflatable Air Park





# **MIGHTY MELON**

## **\$5,000**

### **Sponsorship Benefits**

- 10x10 Booth Space (Sat-Sun Only)
- Logo and link to your website showcased on the Howell Melon Festival Website
- Logo included on festival thank you page in Howell Recreation guide
- Paid feature on Howell Melon Festival social media
- Logo on an RC car that will be raced during the festival. You also get to keep the car after the festival (only 5 available)
- Logo on the 64th Annual Howell Melon Festival shirt
- One free team entry for the Melon Golf Outing or One free table for the Melon Ball
- Company logo displayed at a special event of your choosing (first come, first serve)

### **Be the Supporting Sponsor at any of these events!**

- Melon Run
- Festival Tent single day
- Saturday Day Entertainers
- Melon Ball & Golf Outing



# **MINI MELON**

## **\$2,500**

### **Sponsorship Benefits**

- 10x10 Booth Space (Sat-Sun Only)
- Logo and link to your website showcased on the Howell Melon Festival Website
- Logo included on festival thank you page in Howell Recreation guide
- Paid feature on Howell Melon Festival social media
- Logo on an RC car that will be raced during the festival. You also get to keep the car after the festival (only 5 available)
- Company logo displayed at a special event of your choosing (first come, first serve)

### **Be the Headline Sponsor at any of these events!**

- RC Car (5 Available)
- Festival Tent (Thurs Only)
- Doggie Cooling Station
- Big Orange Chairs
- Melon Ball or Golf Outing

Contact Jordan Hilbrecht with any Questions  
jhilbrecht@howellrecereation.org  
(517) 579-2867  
howellmelonfestival.com

