

Good Food. Good Times. Cicero, Indiana



**Saturday July 2nd, 2011**

Pioneer Village — All 3 days  
Vendors — All 3 days  
Fish Fry  
Cornhole Tournament

**Sunday July 3rd, 2011**

Talent Show  
Golf Cart Poker Run  
Kids Carnival  
Ballon Glow & Balloon Rides

**Monday July 4th, 2011**

Parade  
Soccer Tournament  
Kids Carnival  
Boat Flotilla  
Music Festival  
Fireworks



FOR MORE INFORMATION CONTACT...  
Christy Brown 317.752.5616 or Joe Katuin 317.919.4628

[www.LightsOverMorseLake.com](http://www.LightsOverMorseLake.com)

**2011 SPONSORSHIP PACKAGE**



FIREWORKS



PARADE



BALLOON GLOW



MUSIC FESTIVAL



KIDS CARNIVAL

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# LIGHTS OVER MORSE LAKE

## SPONSORSHIP OPPORTUNITIES

The Lights Over Morse Lake celebration is attended by residents of Hamilton, Tipton, Marion, Boone, and Madison Counties. Over the past years, the LOML festival has drawn over 20,000 visitors. Sponsorship of LOML allows for your company to reach these families by the following...

- LOML prints up to 12,000 flyers and color programs that are distributed from April to July 4th. You can get an ad for as little as \$100!
- Sponsors can choose to sponsor events, such as the Music Festival, the Parade, or the Balloon Glow.
- Event sponsors are entitled to larger ads and banners that are displayed at their event.



### HOW CAN MY BUSINESS BECOME A SPONSOR?

There are 2 ways to be a sponsor, monetary or volunteer. Sponsorships are baselined under monetary.

### FOR MORE INFORMATION CONTACT...

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#### VOLUNTEER • IN KIND • MATERIAL CONTRIBUTION

A sponsor may choose to provide man-hours to the LOML committee or subcommittees to supplement or substitute for a monetary investment. Man-hours can be considered an equivalent to a monetary sponsorship as follows:

- GOLD** 100 man-hours
- SILVER** 75 man-hours
- BRONZE** 50 man-hours

Man-hour contributions provide services to LOML that include but are not limited to:

- Road-block fund raising
- Sponsorship solicitations
- Preparing fliers & advertisements
- Distribution of fliers & advertisements
- Envelope stuffing
- Parking control at the parade
- Guard duty on July 4th
- Distribution of collection cans
- Event planning, organizing, & implementations

As with monetary sponsorships, your hours of commitment should be completed by June 15th, 2011. Special consideration will be given to those who commit to July 4th activities. You may also combine man-hours to monetary sponsorship to increase your level.



#### MONETARY SPONSORSHIP

The LOML sponsorship levels are as follows:

**TITLE SPONSOR**  
\$2,500

**EVENT SPONSOR**  
Balloon Glow (\$250 per balloon)  
Balloon Rides (\$500)  
Talent Show (\$750)  
Parade (\$1,500)  
Music Festival (\$1,500)  
Kids Carnival (\$1,500)  
Cornhole Tournament (\$1,500)  
Golf Cart Poker Run (\$1,500)  
Soccer Tournament (\$1,500)

**PLATINUM SPONSORS**  
\$1,000

**GOLD SPONSORS**  
\$500

**SILVER SPONSORS**  
\$250

**BRONZE SPONSORS**  
\$100

More detailed sponsorship levels are on the following page.

## MONETARY SPONSORSHIP LEVELS

### TITLE SPONSORSHIP \$2,500

- 1 Banner over Jackson Street
- Full Page Ad in LOML Program (7,000 distributed around June)
- Listing with Thanks in The Times
- Listing in any Direct Mailings to Residents
- Business Card Size Ad in Road Block Flyer (must commit by March)
- LOML Website — Logo, Phone Number, and Link to Your Site

### EVENT SPONSORSHIP \$1,500\*

\*Refer to the previous page or the sponsorship pledge form for the various events pricing.

- 1 Banner at the Event Sponsored (size is based on event sponsored)
- 1/4 to 1/2 Page Ad blended with Event Information in LOML Program (7,000 distributed around June)
- Listing with Thanks in The Times
- Listing in any Direct Mailings to Residents
- Business Card Size Ad in Road Block Flyer (must commit by March)
- LOML Website — Logo, Phone Number, and Link to Your Site

### PLATINUM SPONSORSHIP \$1,000

- 2 Banners Located throughout Town (5'x6' Banners)
- 1/4 Page Ad in LOML Program (7,000 distributed around June)
- Listing with Thanks in The Times
- Listing in any Direct Mailings to Residents
- Business Card Size Ad in Road Block Flyer (must commit by March)
- LOML Website — Logo, Phone Number, and Link to Your Site

### GOLD SPONSORSHIP \$500

- 1 Banner Located outside Cicero Park (3'x6' Banner)
- Business Card Size Ad in LOML Program (7,000 distributed around June)
- Listing with Thanks in The Times
- Listing in any Direct Mailings to Residents
- Business Card Size Ad in Road Block Flyer (must commit by March)
- LOML Website — Logo, Phone Number, and Link to Your Site

### SILVER SPONSORSHIP \$250

- Listing with Phone Number in LOML Program (7,000 distributed around June)
- Listing with Thanks in The Times
- Listing in any Direct Mailings to Residents
- Logo with Phone Number in Road Block Flyer (must commit by March)
- LOML Website — Listing with Phone Number

### BRONZE SPONSORSHIP \$100

- Listing in LOML Program (7,000 distributed around June)
- Listing with Thanks in The Times
- Listing in any Direct Mailings to Residents
- Listing with Phone Number in Road Block Flyer (must commit by March)
- LOML Website — Listing

TITLE SPONSOR

EVENT SPONSOR

PLATINUM SPONSOR

GOLD SPONSOR

SILVER SPONSOR

BRONZE SPONSOR

