



FEBRUARY 22, 2020 AT TOWN SQUARE IN DOWNTOWN JANESVILLE

Connect your brand to Downtown Janesville and reach hundreds of people at the 2020 Flannelfest!

\$4,000 Tent Sponsor – Two (2) Available *Purchase both tent sponsorships and receive additional benefits!*

- “Presented by” with your company logo prominently displayed on promotional materials, including: large sign over tent door, additional signage at event, posters, multiple billboards around the region, and more
- Sponsor acknowledgement on four (4) social media posts (more than 6,000 followers)
- Mention on all press coverage, including print and radio
- Full-color, full-page ad in Flannelfest booklet, received by all attendees
- Your 15-second ad read by event DJ every hour at Flannelfest (4X)
- Acknowledgement in DJI newsletter, emailed to more than 650 subscribers monthly
- Six (6) complimentary tickets

\$3,000 Lazy Man Run Sponsor – One (1) Available

- Company logo exclusively on Lazy Man Run award ribbons, received by all attendees and signage at the event and on Lazy Man Run course
- Company logo on all promotional materials, including: additional signage at event, posters, multiple billboards around the region, and more
- Sponsor acknowledgement on four (4) social media posts (more than 6,000 followers)
- Half-page ad in Flannelfest booklet, received by all attendees
- Your 15-second ad read by event DJ every hour at Flannelfest (4X)
- Acknowledgement in DJI newsletter, emailed to more than 650 subscribers monthly
- Five (5) complimentary tickets

\$2,500 Flannelfest Beer Stein Sponsor – One (1) Available - SOLD

\$1,000 Flannelfest Brewer Booklet Sponsor – One (1) Available

- Your full-page, full-color ad on back cover (Received by all attendees)
- Company logo on signage at event and Flannelfest posters, displayed by dozens of local businesses
- Sponsor acknowledgement on two (2) social media posts (more than 6,000 followers)
- Your company name read every other hour by event DJ at Flannelfest (2X)
- Acknowledgement in DJI newsletter, emailed to more than 650 subscribers monthly
- Two (2) complimentary tickets

\$1,000 DJ Sponsor – Two (2) Available

- “Presented by” with your company logo prominently displayed at DJ station
- Company logo on signage at event and Flannelfest posters, displayed by dozens of local businesses
- Sponsor acknowledgement on two (2) social media posts (more than 6,000 followers)
- Your company name read every other hour by event DJ at Flannelfest (2X)
- Quarter-page ad in Flannelfest booklet, received by all attendees
- Acknowledgement in DJI newsletter, emailed to more than 650 subscribers monthly
- Two (2) complimentary tickets

\$750 Friends of DJI Sponsor – Four (4) Available *In-kind donations also welcome and included!*

- Company logo on signage at event and Flannelfest posters, displayed by dozens of local businesses
- Sponsor acknowledgement on two (2) social media posts (more than 6,000 followers)
- Your company name read every other hour by event DJ at Flannelfest (2X)
- Quarter-page ad in the Flannelfest booklet, received by all attendees
- Acknowledgement in DJI newsletter, emailed to more than 650 subscribers monthly
- Two (2) complimentary tickets

\$500 Game Sponsor – Six (6) Available

- Sponsor set-up of your tent at game and your company logo displayed at “your” game
- Company logo on signage at event
- Quarter-page ad in the Flannelfest booklet, received by all attendees
- Your company name read every other hour by event DJ at Flannelfest (2X)
- Acknowledgement in DJI newsletter, emailed to more than 650 subscribers monthly
- One (1) complimentary ticket

**To secure your sponsorship, call DJI Sponsorship Committee Chair Terri Holznecht at 608.338.9263
or DJI Events Committee Chair Courtney Perakis at 623.703.2420.**

Visit Downtown Janesville’s Facebook page

or downtownjanesville.com for event details.

