



# Thornapple Arts Council

2025 Sponsorship Solicitation



# Who We Are

Our Mission:

Collaboratively enriching Barry County through artistic and cultural experiences

The Thornapple Arts Council of Barry County was founded in November 1985 by Sue Drummond with help from John Fehsenfeld and many generous supporters behind the scenes. 40 years later, TAC staff and volunteers maintain their vision to spark creativity, community, and culture through programs and education that bring personal enrichment and quality of life to Barry County residents.

## Event Sponsorship

On behalf of the Thornapple Arts Council Board of Directors, I would like to thank you for your past and future support of arts and culture in the Barry County community. In an effort to streamline financial requests and allow local businesses to plan for their sponsorship support on an annual basis, the Thornapple Arts Council has put together an annual sponsorship request.

Thank you for your support, and we look forward to hearing from you soon!



Megan Lavell  
Executive Director

*If you would like to be included in all annual promotion, please submit your commitment by February 28!*

# Sponsorship Options

We are offering two options for event sponsorship:

**Option 1:** Choose one of the packages below, which includes sponsorship for each event. Each package sponsorship also includes a discount on the total value of the sponsorship.

**Option 2:** Pick your level of sponsorship per event.

## Package 1

- Jazz Festival Headlining Venue
- Hastings Live Entertainment
- Arts and Eats Foodie
- Auction for the Arts \$750 Table Sponsorship

**Cost:** \$5000

## Package 2

- Jazz Festival Student Venue
- Hastings Live Entertainment
- Arts and Eats Foodie
- Auction for the Arts \$750 Table

**Cost:** \$3300

## Package 3

- Jazz Festival T-shirt Sponsorship
- Hastings Live Performing Arts Connoisseur
- Arts and Eats Double Ad Sponsor
- Auction for the Arts \$750 Table Sponsorship

**Cost:** \$1700

## Package 4

- Jazz Festival T-shirt Sponsorship
- Hastings Live Performing Arts Connoisseur
- Arts and Eats Single Ad Sponsor
- Auction for the Arts Handbill Sponsorship

**Cost:** \$900

# TAC Jazz Fest

April 24-26

The Jazz Festival is in its 21st year and continues to draw around 10,000 visitors to downtown Hastings each year. The TAC Jazz Fest is the largest educational, non-competitive jazz festival in the nation, combining student performers with professional musicians.

## Headlining Venue Sponsor | \$1750

- Sponsor plaque
- Logo/mention in all print and digital advertising
- Logo on Jazz Fest T-shirts and posters
- Full page ad in event program
- Logo displayed at headlining performance venue
- Company mention during event announcements
- Two individual social media posts

## Student Venue Sponsor | \$1000

- Sponsor plaque
- Logo on T-shirts and posters
- Full page ad in event program
- One individual social media post



## T-Shirt Sponsor

- \$250: T-shirt Logo Sponsor (logo on back of T-shirt)

## Program Ad Sponsor

- \$200: Full Page Ad (8 ½ x 11 Inches)
- \$100: Half Page Ad (5 ½ x 8 ½ Inches)
- \$75: Quarter Page Ad (5 ½ x 4 ¼ Inches)

October 18-19



# ARTS and EATS

Arts and Eats is a self-guided, backroads tour of food, farms, and art in Allegan, Barry, Calhoun, Kalamazoo, and Van Buren counties. Media reach for Arts and Eats' regional advertising efforts is 1.7 million people through print, digital, TV, and radio promotion.

## Connoisseur | \$1000

- Logo on back of 7500 Arts and Eats maps/guides
- Double ad displayed in 7500 maps/guides
- Two featured posts on social media
- Company logo and link to your website from Arts and Eats website

## Foodie | \$500

- Logo displayed inside 7500 Arts and Eats maps/guides
- Single ad in 7500 maps/guides
- Two featured posts on social media
- Company name on Arts and Eats website



## Double Ad Sponsor | \$400

- Double ad displayed in 7500 Arts and Eats maps/guides

## Single Ad Sponsor | \$225

- Single ad (business card-sized) displayed in 7500 Arts and Eats maps/guides

# HASTINGS

# LIVE

*Summer  
Series*

June 4-August 23

Hastings Live is a summer-long performance series featuring more than 50 performances in downtown Hastings. See Hastings Live performances at the Thornapple Plaza, Spray Plaza, and the fountain on the Barry County Courthouse lawn.

## Summerfest Entertainment Sponsor | \$10,000

- Sole sponsorship during Summerfest weekend
- All Season Sponsor benefits for Summerfest Friday and Saturday

## Season Sponsor | \$5500

- Company information displayed at Thornapple Plaza for sponsored event
- Company mention in press releases and before sponsored performances
- Company booth near stage at two performances
- Company representative invited to introduce performer
- Promotional item placement in staging area during sponsored event
- Presence at event to hand out promotional items/company info
- Company logo on 50 posters in Hastings area
- Company logo on banners displayed during Fridays at the Fountain and Playing at the Plaza
- One business card-sized ad in 2500 programs
- Two individual social media posts

# HASTINGS LIVE *Summer Series*

## Special Event Host Sponsor | \$3500

- Company information displayed at venue
- Company mention in press releases and before performances
- Presence at event to hand out promotional items/company info
- Promotional item placement in staging area
- Company logo on 50 posters in Hastings area
- Company logo on banners displayed during Fridays at the Fountain and Playing at the Plaza
- One business card-sized ad in 2500 programs
- Two individual social media posts



## Entertainment Sponsor | \$1500

- Company information displayed at venue
- Promotional item placement in staging area
- Company logo on 50 posters in Hastings area
- Company logo on banners displayed during Fridays at the Fountain and Playing at the Plaza
- One business card-sized ad in 2500 programs
- One individual social media post

## Performing Arts Connoisseur | \$500

- Company logo on 50 posters in Hastings area
- Company logo on banners displayed during Fridays at the Fountain and Playing at the Plaza
- One business card-sized ad in 2500 programs

# Auction for the Arts



The Auction for the Arts is the Thornapple Arts Council's largest annual fundraiser, bringing in around \$10,000 each year for arts and cultural programming in the Barry County community. The 2025 event will be held Saturday, Nov. 1st.

## Corporate Sponsorship | \$1500

- Eight tickets to event
- Company logo on table
- Acknowledgement on TAC website and social media
- Opportunity to welcome guests to the Auction and talk about your company
- Company logo displayed as entertainment sponsor
- Company logo on 80 auction handbills

## Table Sponsorship Option 1 | \$750

- Eight tickets to event
- Company logo on table
- Company logo displayed in bar area
- Acknowledgement on TAC website and social media



## Table Sponsorship Option 2 | \$400

- Four tickets to event
- Company logo on table
- Acknowledgement on TAC website and social media

## Handbill Sponsorship \$250

- Company logo on 80 auction handbills





# Auction for the Arts

## Auction Donations

Our Auction for the Arts includes donated items from local artists, organizations, businesses, and community members. If you are interested in donating an item to our auction (of any monetary value), please check the box on the back page of this request booklet, and we will be in touch later this year!

## Support for Arts Education

One of the most exciting parts of the Auction for the Arts in recent years has been collecting donations for our Arts Education Financial Support Program. Thornapple Arts Council Board and Staff use the money collected during the Auction for four programs supporting arts education in Barry County:

- The Art Pantry provides art supplies to Barry County classrooms/teachers.
- The Sue Drummond Arts Education scholarship program helps fund up to 50% of the cost for students to attend camps and programs in any area of fine arts.
- The Minigrant program provides teachers with financial assistance for programs benefitting their classes, such as field trips, guest speakers, materials, etc.
- The Student Financial Assistance Fund allows teachers to apply for financial support on behalf of individual students so they can participate in educational experiences such as trips, camps, and programs.

# Your 2025 Contribution

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

## Payment Options:

I have enclosed check number \_\_\_\_\_.

Please bill my credit card.

Number: \_\_\_\_\_

Security Code: \_\_\_\_\_ Expiration: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Please invoice me.

Would you like to sign up for our monthly e-newsletter?

Yes

No

# TAC Staff

**Megan Lavell** Executive Director

**Kathleen Welch** Marketing & Technology Coordinator

**Shelby Froncheck** Program & Administrative Assistant

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## Board of Directors

Jan Hawthorne, President

Cloe Oliver, Vice President

Sally Shuster Shoff, Secretary

Mike Kinnary, Treasurer

Michelle Duits, Immediate Past President

Zara Franklin

Annie Halle

Sandra LaJoye

Dale Svihl

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# 2025

## Calendar of Events

<b>FEB</b>	22	HPAC: Hark Up
<b>APR</b>	13	HPAC: GRISO: The Music of Harry Potter
	24-26	TAC Jazz Festival
	25	HPAC: The DIVA Jazz Orchestra
<b>MAY</b>	1	Arts and Eats applications open
<b>JUN</b>	4	Hastings Live begins
<b>AUG</b>	23	Hastings Live ends
<b>OCT</b>	18-19	Arts and Eats
<b>NOV</b>	1	Auction for the Arts
<b>DEC</b>	TBA	Creative Kids Workshop



### Year-Round Programs

- Hastings Community Music School
- Financial Assistance Program

