



Sponsorship

63rd Annual Howell Melon Festival | August 18th, 19th, & 20th, 2023 | Downtown Howell, MI

Attendance: Over 25,000
Event Hours: Friday, August 18th - 4pm-10pm
Saturday, August 19th - 9am-11pm
Sunday, August 20th - 8am-5pm

Festival Partner: - \$10,000

Marketing Deliverables (must be submitted prior to July 20th to be eligible):

- 10x10 Booth Space
- Sign/Banner with your company logo prominently displayed at event area (HAPRA keeps sign)
- Social Media Shoutout
- Featured spot in our Melon Scoop Email Newsletter (10,000 subscribers)
- Logo on the Melon Festival website with a link to your website (70,000 page views)
- Logo display on Festival Thank You page in HAPRA's digital fall brochure
- Logo on the 63rd annual Howell Melon Festival event T-Shirt.
- 4 free Melon Run registrations

Mainstage Entertainment

This Saturday night mainstage act is a free, live concert on Grand River. - \$10,000

Canine Entertainment

A live dog show Saturday and Sunday. One of the most popular events! - \$10,000

Melon Festival Kids Air Park

Our Kids Carnival goes on all weekend long and has a variety of inflatable games, bounce houses, and attractions. - \$10,000



1661 N. Latson Rd., Howell, MI 48843 | 517-579-2867
HowellMelonFestival@gmail.com | www.HowellMelonFestival.com



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Festival Partner: - \$5,000

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Festival Tent

Festival goers can cool off, enjoy a drink and delicious food, and listen to live music under the shade of our festival tent. - \$5,000

Melon Patch Kids Area

The Livingston County Courthouse is the perfect place for kids at the festival. We'll have giant games set up and lots of activities for kids to do. Parents and kids will also be able to buy Melon Ice Cream here and relax in the shade. - \$5,000

- Connect 4
- Chess
- Coloring/Painting
- And more!



Festival Partner: - \$2,500

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Big Orange Chairs

The perfect photo spot at this year's festival! - \$2,500

Entertainment Bleachers

Help provide the perfect seating for festival goers watching entertainment. - \$2,500

Doggie Cooling Station

Help man's best friend cool off and get out of the sun. - \$2,500

Musical Entertainment

Sponsor a specific entertainer at this year's festival. - \$2,500

3-D Chalk Artist

A 3-D chalk mural will be created lived at this year's festival. - \$2,500

RC Car (6 Available)

Sponsor an RC car at the Fast Action Motorsports racetrack and get your logo on the car itself! - \$2,500

Melon Ball & Golf Outing

Includes tickets to the event(s) and sponsor signage at the event. - \$2,500

Melon Quest Scavenger Hunt

A challenge-based Scavenger Hunt in Downtown Howell during the festival! - \$2,500