



McLaren Loves Lansing
Friday, August 14, 2020
Lansing Brewing Company & Your Home

Event Co-Chairs

Chip and Katie Taunt, Michigan Orthopedic Center

About the event

Join us for the second annual McLaren Loves Lansing event at Lansing Brewing Company. During this unprecedented time, your support for McLaren Greater Lansing is more important than ever. McLaren Loves Lansing will look just a bit different this year as Lansing Brewing Company plays host to a drive through event, featuring to-go food and drinks, food trucks, live entertainment and other local treats. This unique event will still celebrate all the things to love about Greater Lansing, while keeping everyone safe. Attendees will drive through in a parade fashion and will receive a goody box to enjoy at home. A live streaming performance by Starfarm will follow the drive-through portion of the event.

McLaren Loves Lansing Sponsorship

McLaren Loves Lansing sponsors, excluding Donor Sponsors, receive vouchers for cars to drive through and receive a to-go box of Lansing Brewing Company Food (placed safely in the car), drinks (21 and older), food truck treats, dessert, and other special gifts all to enjoy at home. Food will be enough to share. In addition, sponsors choosing sponsorships of \$1,000 or more receive specific benefits listed below each level and the following:

- Recognition on McLaren Loves Lansing website and in electronic marketing
- Recognition on signage throughout the event
- Recognition in the Foundation's annual report

Completed sponsorship forms and logos (if applicable) must be received by **July 20, 2020** in order to be recognized in event day materials.



PLATINUM SPONSOR

MICHIGAN STATE
UNIVERSITY

College of
Osteopathic Medicine

FESTIVAL SPONSOR

Michigan
Orthopedic
Center 

Sponsorship Opportunities*

PRESENTING SPONSOR - \$20,000 (*exclusive*)

(\$18,250 is tax-deductible)

- Name recognition as Presenting Sponsor on print materials and signage
- Name recognition as Presenting Sponsor on Event Staff T-Shirts**
- Recognition as Presenting Sponsor in dedicated event press release
- Recognition as Presenting Sponsor on signage around event area
- Twenty-five (25) event tickets for [in-person event](#)

PLATINUM SPONSOR - **SOLD OUT**

(\$13,600 is tax-deductible)

- Name recognition as Platinum Sponsor on print materials and signage
- Name recognition as Platinum Sponsor on Event Staff T-Shirts**
- Recognition as Platinum Sponsor in dedicated event press release
- Recognition as Platinum Sponsor on signage around event area
- Twenty (20) event tickets for [in-person event](#)

CELEBRATION SPONSOR - \$10,000

(\$8,880 is tax-deductible)

- Name recognition as Celebration Sponsor on print materials and signage
- Name recognition as Celebration Sponsor on Event Staff T-Shirts**
- Recognition as Celebration Sponsor in dedicated event press release
- Recognition as Celebration Sponsor on signage around event area
- Sixteen (16) event tickets for [in-person event](#)

BAND SPONSOR - \$8,500

(\$7,660 is tax-deductible)

- Name recognition near the band to be displayed during live stream
- Twelve (12) event tickets for [in-person event](#)

LIBATION SPONSOR - \$7,500

(\$6,660 is tax-deductible)

- Name recognition on print materials and signage in bar areas
- Twelve (12) event tickets for [in-person event](#)

MAIN STAGE SPONSOR - \$7,500

(\$6,660 is tax-deductible)

- Name recognition on print materials and signage near band, stage and dance floor
- Twelve (12) event tickets for [in-person event](#)

TO-GO FOOD SPONSOR - \$7,500

(\$6,660 is tax-deductible)

- Prominent name recognition on to-go food box
- Twelve (12) event tickets for [in-person event](#)

DESSERT SPONSOR - \$5,000

(\$4,580 is tax-deductible)

- Name recognition on to-go dessert
- Six (6) [car vouchers](#) (one per car)

FOOD TRUCK SPONSOR - \$5,000

(\$4,580 is tax-deductible)

- Prominent signage near food truck area
- Six (6) [car vouchers](#) (one per car)

GUEST GIFT SPONSOR - \$5,000

(\$4,580 is tax-deductible)

- Name recognition on to-go food/gift box
- Six (6) [car vouchers](#) (one per car)

MEDIA SPONSOR - \$5,000

(\$4,580 is tax-deductible)

- Prominent signage at event
- Six (6) [car vouchers](#) (one per car)

RAFFLE SPONSOR - \$5,000

(\$4,580 is tax-deductible)

- Name recognition on raffle signage
- Name recognition on raffle tickets
- Six (6) [car vouchers](#) (one per car)

T-SHIRT SPONSOR - \$5,000

(\$4,580 is tax-deductible)

- Name and Logo recognition on Event Staff T-Shirts
- Six (6) [car vouchers](#) (one per car)

517 SPONSOR - \$4,000

(\$3,650 is tax-deductible)

- Name recognition on signage throughout event space
- Five (5) [car vouchers](#) (one per car)

VOLUNTEER SPONSOR - \$4,000

(\$3,650 is tax-deductible)

- Name recognition on volunteer lanyards
- Five (5) [car vouchers](#) (one per car)

PARADE SPONSOR - \$3,000

(\$2,720 is tax-deductible)

- Prominent name recognition along drive-through event area
- Four (4) [car vouchers](#) (one per car)

REGISTRATION SPONSOR - \$3,000

(\$2,720 is tax-deductible)

- Name recognition near event registration
- Four (4) [car vouchers](#) (one per car)

CAPITAL SPONSOR - \$2,000

(\$1,860 is tax-deductible)

- Name recognition on signage throughout event space
- Two (2) [car vouchers](#) (one per car)

SPONSOR WITHOUT ATTENDING

DONOR SPONSOR - \$1,000

(\$1,000 is tax-deductible)

- Sponsor without attending



➤ McLaren Loves Lansing

Past Sponsors *(held August 23, 2019)*

Platinum Sponsor

MSU College of Osteopathic Medicine

Festival Sponsor

Michigan Orthopedic Center

Smorgasbord Sponsor

Hoffman Bros., Inc.

Media Sponsors

Townsquare Media
LOCALiQ, the marketing solution of
The Lansing State Journal
WLNS TV-6

Pint Glass Sponsor

Arthrex

Raffle Sponsor

NovaCare Rehabilitation

Selfie/Photobooth Sponsor

Pace Howe Design

Volunteer Sponsor

Operating Engineers 324

Game Sponsors

Gresham Smith
Martin Waymire
McLaren Greater Lansing Medical
Staff
MSU Federal Credit Union
Siena Investments

Supporting Sponsors

D.L. Kesler & Family
Kelley Cawthorne
Michigan State Medical Society

Registration Sponsors

Artisan Tile Inc.
Dr. & Mrs. Michael Austin
Clark Construction Company
Dewpoint
Arnold & Ruth Foglesong & Family
Kramer Management Group
Lansing Board of Water & Light
Shaheen Chevrolet and Your Michigan Chevy Team
Zimmer Biomet Great Lakes
ZHV Properties LLC

Donor Sponsors

Coverys
Delta Dental
Kevin & Lori Mehig
PEA