



25TH BE A TOURIST IN YOUR OWN TOWN

Event Sponsorship Gives Community-Wide Exposure!

Hurry! Deadline March 15, 2019

On June 1, 2019 an expected 15,000 people will attend Be A Tourist In Your Own Town, with passports in hand, ready to explore over 90 attractions, one-of-a-kind tours and many area hot spots. This is not simply a festival, but an awareness-building event that makes regional ambassadors out of every participant. Don't miss out on this opportunity to not only reach a wide audience, but to contribute to an event that makes everyone proud to be a part of the Greater Lansing community.

Key Sponsorship Info...

As a sponsor of Be A Tourist In Your Own Town, you will have the opportunity to:

- Be visible to thousands of area residents.
- Receive free passports to provide to your employees, clients, friends and family.
- Position you and your organization as a generous and community-minded asset to the region's economic growth.



SPONSOR LEVELS AND BENEFITS—Deadline March 15, 2019

| Sponsorship Benefits | Platinum \$2,500+ | Gold \$1,500+ | Silver \$1,000+ | Bronze \$500+ |
|--|----------------------|------------------|--------------------|------------------|
| Specified number of passports | 500 | 250 | 125 | 75 |
| Listed as sponsor on 15,000 passports | ✓ | ✓ | ✓ | ✓ |
| Recognition on volunteer T-shirts | ✓ | ✓ | ✓ | |
| Placement on event signage | ✓ | ✓ | ✓ | |
| Link to your homepage off "Be A Tourist" website | ✓ | ✓ | | |
| Promotion on social media | ✓ | ✓ | | |
| Official sponsor of 1 of 4 area info stations | ✓ | | | |

BE A TOURIST IN YOUR OWN TOWN—PASSPORT SPONSORSHIP

To become a sponsor complete this form and fax it to 517-487-5151 or email it to llanspeary@lansing.org by March 15, 2019 *Required Field

1 *Contact Information:

*Company Name: _____

*Contact Person: _____ *Email: _____

*Address: _____
Street City Zip

*Phone Number: _____ Fax Number: _____

2 *Select a level of sponsorship:

- Platinum \$2,500+
- Gold \$1,500+
- Silver \$1,000+
- Bronze \$500+

3 *How would you like your passports distributed? Select one box:

- Please donate my allotted passports to an elementary school or community agency (eg. Boys & Girls Club, 4-H Clubs, etc.) **We will note on each passport that these were generously donated by your company.
- Please mail the passports to my organization and I will distribute them to clients and employees.

4 *Please select a method of payment:

- Check enclosed, made payable to Greater Lansing Convention & Visitors Bureau
- Credit Card—pay online at www.lansing.org

5 *Submit this form:

Please submit completed forms to *Lori Lanspeary, Leisure Marketing Manager* by fax at 517-487-5151 or by email at llanspeary@lansing.org. **Forms are due no later than March 15, 2019.**

Questions? Contact Lori at (517) 377-1423



Greater Lansing Convention & Visitors Bureau
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