



# GAYLORD Alpenfest®

Business Owners and Sponsors,

“Come see Gaylord shine at Alpenfest 59” is the theme of this year’s Gaylord Alpenfest 2024, which will be held from July 9th-13<sup>th</sup> on the streets of downtown Gaylord. The Alpenfest Committee’s goal this year is to bring back some of the past traditions from years ago, and get the community involved with this years Alpenfest. One of our goals is to encourage as many businesses as possible and community members to dress up in the Alpenfest attire of dirndls and lederhosen and participate in the Grand Parade which will be held on Saturday, July 13<sup>th</sup>. You will find information in this packet, as well as an application form.

2023 Alpenfest again was one for the record books as far as attendance. Our streets were filled with families and children laughing and having fun, and our concerts were sold out each evening. Changes were made to the Queens Pageant where we added a “Princess Category” and that turned out to be a huge hit with the Gaylord community. In 2024 we will once again have a Princess category for girls 5-10 years of age. We will also be making additional changes to encourage additional young ladies to participate in the Alpenfest Queen’s competition by changing up the talent portion of the competition.

We are excited in 2024 to step up our entertainment to another level. The main stage will be offering double the entertainment than previous years. We are proud to announce our daytime and evening entertainment schedule for each day:

<u>Date</u>	<u>Band</u>	<u>Genre</u>
Saturday 7/6	Genessee Valley Concert Band	Free Concert, 4 <sup>th</sup> of July Celebration
Tuesday 7/9	Nameless	Classic Rock
Wednesday 7/10	Frohliche Musiker Blasorchester	14 Piece Bavarian Style Band
Wednesday 7/10	Satisfaction “The International Rolling Stones Show	Classic Rock
Thursday 7/11	Mega 80’s	80’s Classic Hits
Thursday 7/11	Christan Concert	Gaylord Methodist Church
Friday 7/12	Family Tradition	High Energy, Country’s Greatest Hits
Saturday 7/13	Petoskey Steel Drum Band	
Saturday 7/13	New Brass Express	Polka and German Dance Music
Saturday 7/13	Grand Traverse Pipe and Drum	
Saturday 7/13	Prizmatic-The Katy Perry Experience	All the hits of pop artist Katy Perry

For Gaylord Alpenfest to build on what we have, and offer the community a great festival each year, we are asking for your support. We have several sponsorship levels available for you to choose from, and are available for your review on the attached flyer. We have also added a “Friends of Gaylord Alpenfest” sponsorship category again this year, and that still allows you to get recognized on our video wall which runs all day long at each side of the stage.

Your support is appreciated. If you desire further information, or wish to customize your sponsorship, please feel free to contact me at 586-530-8725 or at the Gaylord Chamber of Commerce office at 989-732-6333. You can also email me at [info@gaylordchamber.com](mailto:info@gaylordchamber.com)



Thank you and hope to see you at Alpenfest 59,

*Kenneth Mattei*

Kenneth Mattei,



# **ALPERRFEST**

# 2024

## Sponsorship Opportunities

### EHRENGAST

**Festival and Main Stage Sponsorship**  
**\$5,000**

*Only 6 Sponsorships Available*

- Banner above stage
- Radio Publicity
- Online and Social Media
- VIP seating for concerts
- Advertising tent 20'x20' - Opportunity to exclusively advertise your business alongside stage area
- Business name on main schedule of events to be handed out throughout the community
- Pin promotions - Offer discount to festival patrons with Alperrfest Pins
- VIP Parking
- Jumbo Tron 30 second advertising your business throughout the day
- Primary sponsor of each entertainer for each night of the concert
- Print Advertising



### LEDERHOSEN - \$2,500

*Only 20 Sponsorships Available*

- Secondary Stage Sponsorship
- Sponsorship Banner
- Jumbo Tron logo advertising your business throughout the day
- Social Media Publicity
- Radio Publicity
- Pin Promotions-Offer discount to festival patrons with Alperrfest Pins
- VIP Seating for Concerts
- VIP Parking
- Print Advertising

### BLUMENKRANZ - \$2,000

*Only 11 Sponsorships Available*

Sponsor one of the following areas:

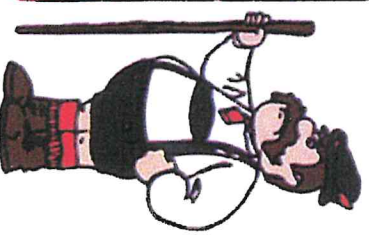
- Alpenstrasse
- T.J. Schmidt Carnival
- Art Tent
- Honors Luncheon
- Queens Luncheon
- Pet Parade
- Kids Games
- 5/1 Ok Run/Walk
- Grand Parade
- Free Food Events
- Walking Parade

### FRIENDS OF ALPERRFEST

Become a donor of Alperrfest and help Alperrfest continue a 58 year tradition in the Gaylord Community

- \$50.00 \_\_\_\_\_
- \$100.00 \_\_\_\_\_
- \$250.00 \_\_\_\_\_
- \$500.00 \_\_\_\_\_
- \$1,000.00 \_\_\_\_\_

Donors will be listed on our donor banner by category and a banner will be displayed alongside stage



Alperrfest Sponsorship Coordinator 989.732.6333 | 586.530.8725

P.O. Box 513 Gaylord MI. 49734



# ALPENfest<sup>®</sup> 2024

## Sponsorship Opportunities



### NEW SPONSORSHIP

### OPPORTUNITIES

*Only 3 Sponsorships Available*

#### Event Sponsor

**\$1500.00**

Genesee Valley Band Concert  
Saturday, July 6 - Under The Pavilion

Join us as we extend a warm welcome to the Genesee Valley Concert Band, treating us to a diverse selection of music, including patriotic melodies, as we celebrate July 4th!



#### Event Sponsor

**\$1500.00**

Petoskey Steel Drum Band  
Saturday, July 13 Parade & Concert

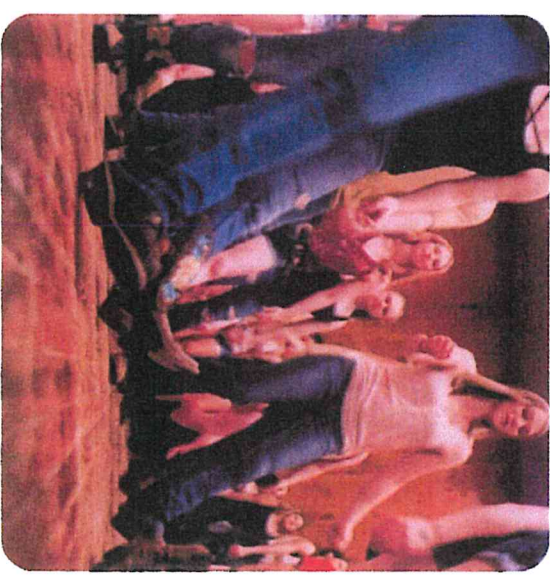
Don't miss out on sponsoring the steel drum band, a beloved Alpenfest favorite! Watch them dazzle in the Alpenfest Grand Parade, followed by an electrifying one-hour concert at the corner of 1st Street and Court. Your sponsorship includes prominent placement of your banner!

#### Event Sponsor

**\$1500.00**

Line Dancing Classes  
Wednesday July 10 & Thursday July 11

Get ready for some line dancing fun at Alpenfest! Join instructor Suzie Cartwright as she teaches participants exciting line dance steps. You'll have the chance to showcase your skills by taking part in the Alpenfest Grand Parade, dancing your way down Main Street!



Alpenfest Sponsorship Coordinator 989.732.6333 | 586.530.8725

P.O. Box 513 Gaylord MI. 49734

GAYLORD  
**ALPENFEST**  
**2024 Sponsorship Commitment**

\_\_\_\_\_  
Business/Organization Name (as you would like it to appear)

\_\_\_\_\_  
Address (Street, City, State, Zip)

\_\_\_\_\_  
Contact Name and Title (Address if different from above)

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

We commit to Sponsor the following monetary or in kind donation \_\_\_\_\_

In the amount of \_\_\_\_\_

Signature \_\_\_\_\_

Billing Options: (Please check one)

Check Enclosed in the amount of \_\_\_\_\_

Invoice \_\_\_\_\_

Invoice address if different than above address \_\_\_\_\_

Please note all Sponsorship commitments must be received prior to May 30, 2023, to ensure that you are included in time sensitive marketing materials. The Alpenfest Board reserves the right to review all commitments and will do our best to ensure that equal opportunity is given to all potential Sponsors.

Sponsorship Commitments and Business Logo can be e-mailed to Ken Mattei at [mjk81857@yahoo.com](mailto:mjk81857@yahoo.com) or mailed to PO Box P.O. Box 513 or faxed to 989-614-2340. Please make checks payable to Gaylord Alpenfest.

Thank you for your support,



Ken Mattei

Chairman 2024 Gaylord Alpenfest