

# **GAYLORD** *Alpenfest* **2026**

## **Festival Sponsor** **Festival Sponsorship** **\$7,500**

- Banner above stage
- Radio Publicity
- Online and Social Media
- Business name on main schedule of events to be handed out throughout the community
- Jumbo Tron 30 second advertising your business throughout the day
- Primary sponsor of the mainstage or pavilion for the week
- Branded Swag at nightly concerts
- Print Advertising
- TJ Schmidt Mega Wristbands (4)
- Private aerial experience for two with bird's-eye views of the Strasse

# Sponsorship Opportunities

## **EHRENGAST** **Main Stage Sponsorship** **\$5,000**

*Only 5 Sponsorships Available*

- Banner above stage
- Radio Publicity
- Online and Social Media
- Business name on main schedule of events to be handed out throughout the community
- Jumbo Tron 15 second advertising your business throughout the day
- Print Advertising
- TJ Schmidt Mega Wristbands (2)
- Private aerial experience for two with bird's-eye views of the Strasse



## **LEDERHOSEN - \$2,500**

- Sponsorship Banner
- Jumbo Tron logo advertising your business throughout the day
- Social Media Publicity
- Radio Publicity
- Print Advertising



**Sponsorship  
Commitment  
due by May 1, 2026**

**Alpenfest Sponsorship Coordinator 989.732.6333**  
**P.O. Box 513 Gaylord MI. 49734**



## SPECIAL OPPORTUNITIES

### Beverage Cup Sponsor \$1000.00 Daily (5 available)

Sponsor the beverage cups in partnership with Snowbelt Brewery - Company logo on cups for the day.

### Float Sponsor \$6000.00

Sponsor the beautiful Queens Float. Sponsorship last all festival year July 2026-June 2027. Brand your business all over Northern Michigan.  
*Business name on back and side of float*



# Sponsorship Opportunities

## FRIENDS OF ALPENFEST

Become a donor of Alpenfest and help Alpenfest continue a 60 year tradition in the Gaylord Community

\$50.00 \_\_\_\_\_  
\$100.00 \_\_\_\_\_  
\$250.00 \_\_\_\_\_  
\$500.00 \_\_\_\_\_  
\$999.00 \_\_\_\_\_

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

*Sponsorship banners are produced for Chamber use only and remain the sole property of the Gaylord Area Chamber of Commerce & Gaylord Alpenfest. Banners may not be retained or used by the sponsoring business for independent promotional purposes.*

*Please note all Sponsorship commitments must be received prior to May 1, 2026, to ensure that you are included in time sensitive marketing materials. The Alpenfest Committee 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 [alpenfest@gaylordchamber.com](mailto:alpenfest@gaylordchamber.com).*

*Payment may be mailed to PO Box 513 Gaylord, MI 49734. Please make checks payable to Gaylord Alpenfest.*

## Commitment Info

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

Address (Street, City, State, Zip)

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 \_\_\_\_\_

☐ Send Invoice

☐ \_\_\_\_\_

Invoice address if different than above address

*Thank You!*

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