

Our Lady of  
**Lebanon**  
mid-east  
**festival**  
July 15 - 17, 2011

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Dear Sponsor,

Our Lady of Lebanon Maronite Catholic Church is proud to host the Mid-East Festival July 15<sup>th</sup> – 17<sup>th</sup>. Over five thousand guests enjoyed the music, food, and fun during the 2010 festival. Event attendance increased over thirty percent in 2009 and sixty percent in 2010. The festival has grown in popularity with each year and this year promises to be bigger and better than ever. The success of this community event was made possible due to the generous contributions from community businesses, organizations, and individuals.

Once again, the 2011 Mid-East Festival will create an opportunity for the community to share in Middle Eastern cuisine and culture. Our goal is to provide a fun, low-cost event for families in our community to attend. The Mid-East Festival offers something unique to the community – a taste of Middle Eastern culture and food not found elsewhere. Planned festival activities include traditional dancing performances, a live band, kids' activities and of course, lots of homemade Middle Eastern food. Through the festival, we hope to encourage the spirit of community and provide a family-friendly event.

Several of our 2010 sponsors benefited from the opportunities their sponsorship provided to promote their business. As part of the sponsorship package, business names and logos were used in the festival's marketing campaign throughout Southeast Michigan. This included four billboards, 2,000 posters, 2,500 postcards, 4,000 food tray liners, 4,000 programs, 200 t-shirts, and over 700 television and radio commercials. We also participated in several local television, radio, and newspaper interviews. This year's marketing efforts will match or exceed last year's.

Making the festival successful this year and in the future can only be accomplished with your generosity. We are reaching out to the local community and businesses to help us offset the cost of the festival through sponsorships. Your business can participate at various giving levels with attractive benefits at each. Enclosed is a sponsorship form that describes the sponsorships levels in more detail. You may also donate an item for our raffle or goods and services in lieu of a sponsorship. Our Lady of Lebanon is a non profit 501(c) (3) organization and all sponsorships and donations are tax deductible.

If you have any questions about the church, the festival, or donations please feel free to contact Mike Zerka, Sponsorship Coordinator at one of the following: (810) 610-0016, or [MSZerka@msn.com](mailto:MSZerka@msn.com) or Jason Klanseck, Chairperson at one of the following (810) 287-9228 or [Jason@Klanseck.com](mailto:Jason@Klanseck.com).

Thank you in advance for your support.

Sincerely,

Father Hanna Tayar  
Pastor



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### **2011 Mid-East Festival Sponsorship Levels**

- Platinum Sponsorship \$2,500
- Logo/Name inclusion on billboards , newspaper ads , flyers/posters, and program
  - Recognition in radio and television ads
  - Prominent logo placement on stage backdrop and banner around the stage
  - Individual banner posted (provided by company or by festival committee)
  - Prominent placement on website with ad and link to site
  - Logo placement on sponsors banner and on all festival t-shirts
  - Free vendor booth or display area
  - Sponsorship announcements during festival
  - Inclusion in all press releases
- Gold Sponsorship (Entertainment Sponsor) \$1,000
- Prominent logo placement on stage backdrop and banner around the stage
  - Individual banner posted (provided by company or by festival committee)
  - Prominent placement on website with ad and link to site
  - Logo placement on sponsors banner and on all festival t-shirts
  - Logo/Name inclusion in festival program
- Silver Sponsorship \$500
- Individual banner posted (provided by company or by festival committee)
  - Prominent placement on website with ad and link to site
  - Name placement on sponsors banner and on all festival t-shirts
  - Name inclusion in festival program
- Bronze Sponsorship \$250
- Placement on website with ad and link to site
  - Banner placement during festival (provided by company or by festival committee if needed)
  - Name on sponsors banner
  - Name in festival program
- Basic Sponsorship – 20 spots available \$125
- Name in program
  - Name on sponsor banner
  - Name on food tray liner

Vendor Booth Space is also available by request.

**Our Lady of Lebanon Maronite Catholic Church  
2011 Mid-East Festival Sponsorship**

# INVOICE

4133 Calkins Road  
Flint, MI 48532  
Phone (810) 733-1259

INVOICE #  
DATE:

**Bill to:**

Business Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Fax Number: \_\_\_\_\_  
Website: \_\_\_\_\_

DESCRIPTION	AMOUNT
Sponsorship Type:	
Platinum Sponsorship - \$2,500	
Gold Sponsorship (Entertainment Sponsor) - \$1,000	
Silver Sponsorship - \$500	
Bronze Sponsorship - \$250	
Basic Sponsorship - \$125	
Other Sponsorship (Please Describe): _____	
Vendor Booth - \$150	
TOTAL	

Please make checks payable to: "Our Lady of Lebanon Maronite Catholic Church".  
A tax receipt will be furnished upon receipt of payment.

\*\*For Platinum and Gold sponsorships, please send a high resolution copy (.jpg, .tif or .eps) of your company logo to Jason Klanseck ([jason@klanseck.com](mailto:jason@klanseck.com)) no later than June 11<sup>th</sup>, 2011.

\*\*For all sponsors - if your company cannot provide a banner to display and needs one printed, please email a high resolution copy (.jpg, .tif or .eps) of your company logo to Jason Klanseck ([jason@klanseck.com](mailto:jason@klanseck.com)) no later than July 2, 2011. If we do not have your logo, we cannot print and display a banner. Thank you for your cooperation.

**Thank you for supporting the 2011 Mid-East Festival!**

# Our Lady of Lebanon Mid-East Festival

