



March 28, 2024

The Alpena Flower Festival is back for its second year on **Friday, June 7 through Sunday, June 9, 2024!** After a successful first year, we are excited to fill downtown with creative floral installations, live music, and other floral-themed activities.

We would love to have you get involved to make the event a success:

- **Sponsor an installation that will be on display throughout the festival.** You will work with a local florist who will bring your vision to life.
- **Host an activity during the festival.** This could be a floral-themed drink, a craft, live music... or anything else floral-related.
- **Decorate your windows** with floral décor or a floral theme

Presenting Sponsor \$1000 (5 available)

These installations are our showstoppers, like the Center Building's floral front or the rose-wrapped lamppost on Second Ave from last year.

Business Sponsor \$300

Sponsor a medium-sized floral installation that can go in front of your business during the festival. A bike draped in flowers, an interactive photo-op, or another creative installation designed by our florists.

Friend of the Festival \$100

Be part of the festival by purchasing a floral wreath/swag that can be hung on your business' front door or a large arrangement that can be placed inside your business.

We would love to have you be part of the event to make this year's festival a success!

The deadline for sponsorship is **Wednesday, May 1, 2024.**

Warmly,

Anne Gentry, Executive Director
Alpena Downtown Development Authority
DDA Promotions & Marketing Committee
989-356-6422 | downtownalpenami@gmail.com

Partner Florists





2024 Sponsorship Confirmation

Business Name: _____

Business Address: _____

Contact Person: _____

Phone: _____ Email: _____

Sponsorship Level:

___ \$1000 Presenting Sponsor

___ \$300 Business Sponsor

___ \$100 Friend of the Festival

Please select one.

- ☐ Potted arrangement or planters for outside my business
- ☐ Large arrangement for inside my business
- ☐ Swag or wreath for my door

Please select the florist you would like to work with:

___ Classic Designs by Doreen Thomas CF

___ Lasting Expressions Flower Shop

___ Flowerland Designs

___ Falls Creek Produce & Flowers

Payment:

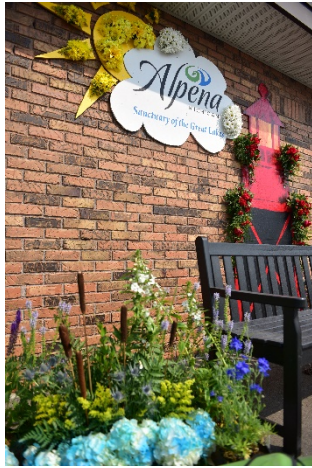
___ Cash or check is enclosed (*mail or drop off at Alpena DDA, 124 E. Chisholm St., Alpena, MI 49707; checks payable to Alpena DDA*)

___ Please email me an invoice.

Please send sponsorship to confirmation to the DDA by emailing anneg@alpena.mi.us or dropping at our office at 124 E. Chisholm St. We will confirm next steps. Deadline is May 1.

Sponsorship Levels- Examples

\$1000 installation



\$300 installation



\$100 swag/wreath, potted flowers, or arrangement for inside

