



March 10, 2025

We're getting spring fever and starting to plan the 3rd annual **Alpena Flower Festival** for **Friday, June 6 through Sunday, June 8, 2025!** During the festival, downtown will be filled with creative floral installations, live music, and other floral-themed activities.

There are a few ways to get involved:

- **Sponsor a floral installation.** These are the heart of the festival and the main draw.
- **Decorate your windows** with floral-related merchandise or your own floral display
- **Host a themed activity or special event** during the festival. A special workshop, a musician, floral-themed happy hours... let the DDA know by May 1 to be included in marketing for the festival.

Based on feedback about the festival, we are changing the \$100 level of sponsorship.

This level will contribute to a larger installation that will go in the downtown core.

Sponsors at this level will be listed on signage near the installation, in the brochure, and in our digital marketing of the event.

2025 Installation Sponsors:

Showstopper Sponsor \$1000 (5 available)

These installations are our showstoppers, like the Center Building's floral front or the rose-wrapped lamppost on Second Ave. Sponsors at this level will be featured as showstoppers on the festival map, get a shoutout on social media, a sign with their business name next to their installation, and be listed in all marketing materials for the festival.

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. Sponsors at this level will be featured on the festival map (1,000+ printed) and listed in the facebook event and webpage.

Friend of the Festival \$100

Contribute to a community installation that will be placed in the heart of the downtown!

Sponsors who contribute will be listed on signage near the installation, printed on the back of the brochure, and listed on the facebook event and webpage.

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

The deadline for sponsorship confirmation is **April 15, 2025.**

Warmly,

Anne Gentry, Executive Director

Alpena Downtown Development Authority

989-356-6422 | downtownalpenami@gmail.com

Partner Florists



2025 Flower Festival Sponsorship Confirmation

Business Name: _____

Business Address: _____

Contact Person: _____

Phone: _____ Email: _____

Sponsorship Level:

___ \$1000 Showstopper Sponsor

___ \$300 Business Sponsor

___ \$100 Friend of the Festival

Please select the florist you would like to work with (\$300 or \$1000 levels):

___ Classic Designs by Doreen Thomas CF

___ Lasting Expressions Flower Shop

___ Flowerland Designs

___ Falls Creek Produce & Flowers

All payment is due by June 15, 2025

___ 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.

Sponsorship Levels- Examples

\$1000 installation



\$300 installation



\$100 contribution to community installation in downtown core

