



Spring is just around the corner, and planning is underway for the **4<sup>th</sup> Annual Alpena Flower Festival**, returning to downtown **Friday, June 5 through Sunday, June 7, 2026**. Now in its fourth year, the festival has become one of downtown Alpena's most beloved seasonal events—drawing residents and visitors alike to stroll the streets, enjoy creative floral installations, listen to live music, and celebrate the kickoff to summer together.

The festival transforms downtown into a colorful, walkable experience and offers local businesses a unique opportunity to be part of one of downtown's biggest events. By participating or sponsoring, **your business will be recognized as a supporter of one of downtown's signature events**—helping create an inviting atmosphere that brings people downtown and strengthens a place we all love.

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, 2026**. Please return this form or fill out digitally here: <https://forms.gle/fMcpP9UJH9rogTcY7>

Warmly,

Anne Gentry, Alpena Downtown Development Authority Executive Director  
989-356-6422 | [anneg@alpena.mi.us](mailto:anneg@alpena.mi.us)

#### 2026 Sponsorship Opportunities

##### **\$2,500 Presenting Sponsor (CLAIMED!)**

- Naming rights to this year's festival (Alpena Flower Fest presented by Your Business)
- Recognition across all festival marketing (digital, social media, newspaper, and radio)
- One showstopping floral installation in front of your business or in a prominent downtown location

##### **\$1,000 Showstopper Sponsor (5 available)**

- Sponsor a large floral installation in front of your business or in a prominent downtown location
- Business name on installation signage
- Business featured on the festival map
- Logo listed on the Alpena Flower Festival webpage
- Business listed in the Facebook event
- One social media shoutout from Downtown Alpena

##### **\$1,000 Activity Sponsor (6 available)**

- Naming rights to a featured festival activity:
  - Petal Pub Crawl
  - Friday Night Music
  - Flower Fest 5K Run/Walk
  - Saturday Kids Zone
  - Saturday Night Music
  - Sunday Festival Wrap-Up
- Recognition across festival marketing (digital, social media, newspaper, and radio)



**☐ \$300 Business Blooms Sponsor**

- Sponsor a floral installation in front of your business or in a prominent downtown location
- Business featured on the festival map
- Logo listed on the festival webpage
- Business listed in the Facebook event
- Group social media shoutout from Downtown Alpena

**\$100 Friend of the Festival**

- Contribute to a large community floral installation in downtown
- Business name on installation signage
- Business listed in the Facebook event

**2026 Flower Festival Sponsorship Contact Information**

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please select the florist you would like to work with (\$300 / \$1000 / \$2500 levels).**

*Please note florists may have limited capacity; please confirm sponsorship early to ensure you can work with your first choice of florist. After confirmation of sponsorship, it is your responsibility to reach out to your florist by May 1, 2026 to confirm any design ideas, colors, or themes.*

- Classic Designs by Doreen Thomas CF
- Falls Creek Produce & Flowers
- Wilson's Lasting Expressions
- Flowerland Designs

**All payment is due by June 15, 2025**

- I will send you cash or check. Drop off or mail to Alpena DDA, 124 E Chisholm St. Alpena, MI 49707.
- Please email me an invoice to pay via credit/debit card (incurs 3.5% fee)
- Please email me an invoice to pay via check/cash

## Sponsorship Levels- Examples

\$1000 installation



\$300 installation



\$100 contribution to community installation in downtown core

