



Dear Business Owner:

The Economic Vitality Committee of Downtown Lansing Inc. (DLI) continues to hold a business owner breakfast meeting series called the ***Downtown Business Huddle***. The meeting takes place every first Tuesday of the month from 8:00 a.m. to 9:00 a.m. at Midtown Brewing Company. This downtown Lansing event provides local business owners an ideal venue for staying informed about downtown happenings while building a network of colleagues within the district.

The following is a *sample* of what may be on the agenda each month:

- Announcements from meeting's sponsor
- DLI updates
- Inside Scoop
- Downtown Happenings
- Community Policing updates
- "Table Talk" discussion (networking)
- Small gift drawings/Raffle

The Economic Vitality Committee and Downtown Lansing Inc. would like to invite you and your organization to become a sponsor of this event. As a sponsor, your logo will be printed on all meeting materials, you will receive time on the agenda to share information about your business with all attendees, and you will be provided with a table to promote your business at the meeting that you sponsor.

Thank you for considering a ***Downtown Business Huddle*** sponsorship. Your support will help make this a great opportunity for downtown business owners to come together. If you have any questions, please contact me at 517-487-3322 or [holly@downtownlansing.org](mailto:holly@downtownlansing.org)

Sincerely,

A handwritten signature in black ink, appearing to read "Holly Rosser".

Holly Rosser, Program Coordinator



## ***Sponsorship Opportunity***

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Two sponsorship opportunities have been designed in order to give every business a chance to effectively market their organization at a ***Downtown Business Huddle***. (Please see attached calendar of dates available.) We invite you to become a part of this event that will allow downtown business owners and associates a chance to come together and learn about each other and their community.

It's time to get involved!

### **General Sponsor:**

***\$150, donation for raffle prize***

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**As a General Sponsor you will get the following in recognition:**

- Logo on entryway welcome Sign
- Logo on meeting agendas and table talk questions
- Time on the agenda to share information about your business
- Promo table to display business flyers, promotions and information

### **Restaurant Sponsor:**

***\$50, donation of breakfast, and donation of five (5) \$5 gift certificates***

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**As a Restaurant Sponsor you will get the following in recognition:**

- Includes all recognition of the General Sponsorship
- Recognition of donation of breakfast

If you are interested in sponsoring a ***Downtown Business Huddle*** meeting, please fill out the attached Sponsorship Agreement and send it to Holly Rosser, Program Coordinator at [holly@downtownlansing.org](mailto:holly@downtownlansing.org). Thank you for your generosity and local community support!



**DOWNTOWN**  
BUSINESS  
HUDDLE

## ***Sponsorship Agreement Form***

**\*Deadline: 30 days in advance of requested sponsorship date\***

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

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

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

Street Address: \_\_\_\_\_

Website: \_\_\_\_\_

***Please check one:***

General Sponsorship - \$150, raffle donation

Restaurant Sponsorship - \$50, breakfast, raffle donation

***Please number the first, second and third choice meeting dates you would like to sponsor. Dates are available on a first come, first serve basis:***

January 9, 2018     September 4, 2018

March 6, 2018     December 4, 2018

June 5, 2018

*Invoice will be mailed to you upon return of Agreement Form.*

\_\_\_\_\_  
Agreement Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mindy Biladeau, DLI Executive Director

\_\_\_\_\_  
Date

**Email or Fax form back to:**  
Email: [holly@downtownlansing.org](mailto:holly@downtownlansing.org)  
Fax: (517) 483-6057