

Crystal Lake Community Business Association

CLCBA

POB 754

Beulah, MI 49617

www.clcba.org

Date:

Re: Music in the Park Sponsorship

Due June 1, 2021

Name of Company: _____

Mailing Address: _____

Phone: _____ email: _____

Contact: _____

Name on Banner/Rack Card: _____

PLEASE PRINT

Price includes name on Music in the Park Banner (at performances) & Rack Cards (available at each concert)

\$1000____ \$750____ \$500____ \$250____ \$100____ \$ 50____ under \$50/ rack card only____
(largest print size) (smallest print size)

Questions: 231.383.1120/leave a message

for clcba use _____

CLCBA contact person: _____ Date: _____

Paid _____ check # _____ cash _____

Crystal Lake Community Business Association

PO Box 754 Beulah MI 49617 clcba.org

Date: April 18, 2021

To:

From: Tim Quick, President Crystal Lake Community Business Association (CLCBA)
Steve Loveless, Chairperson-Music in the Park (MIP)

Re: Sponsorship for 2021 Music in the Park

This letter is to invite you to be a sponsor for the CLCBA's Music in the Park Concerts, which will be held this summer in downtown Beulah. In 2019, over 3,500 people attended the 8 concerts. Many local, as well as out of town visitors were impressed with the setting and the quality of the music. The first concert will be on July 1st and the final one will be The Accidentals on August 26th. We have been very pleased with the wide variety of music performances and the attendance supports the choices.

The cancellation of the 2020 season was disappointing. In order to comply with COVID 19 rules, social spacing recommendations, the concerts will be moved to downtown Beulah, This location allows space for safe distancing that the Village Park in Beulah doesn't provide. Masks will be required and hand sanitation stations will be on-site.

Because of sponsorships and the 'pass the hat' donations, we have been able to bring quality musical acts at no cost to those attending and to cover our costs. However, moving to downtown, we will be incurring more costs. These costs will cover staging and enhanced sound equipment for the larger area on the streets and expanding to 9 concerts.

Sponsors of \$50 or more will have their name on the banners, up during all the concerts. All sponsors appear on the back of the 'rack card' which is handed out at each event. It will be available at many businesses though-out the area and also at the Benzie County Chamber & Frankfort-Elberta Area Chamber. A copy of the 2019 rack card is on the back of this letter. Sponsors are also listed on the clcba.org website under the Music in the Park link.

Your sponsorship, along with many others, is invaluable for this CLCBA event.. We hope you can support our request. A photo of the 2019 sponsor banner, from the last concert season, is to the right.

Thank you for your consideration and we appreciate your support.

