

Crystal Lake Community Business Association

PO Box 754 Beulah, MI 49617 www.clcba.org

Date: April 25, 2026
 To: Music in the Street Sponsors
 From: Steve Loveless, Chairperson-Summer Concert Series
 Re: Sponsorship for 2026 Music in the Street

This letter is to invite you to be a sponsor for the CLCBA's 2026 Music in the Street Concerts, which will be held this summer in downtown Beulah. In 2025, over 5000 attended the 7 concerts. Many local, as well as out-of-town visitors appreciated the space, setting and the quality of the music. Our first concert is July 2nd and the final one will be August 13th. We have been very pleased with the wide variety of music performances and the attendance numbers support the choices. The Accidentals could not make any of our dates, the ladies are busy with group and individual commitments.

Thanks to our sponsorships and the 'pass the hat' donations, we have been able to bring quality musical acts at no cost to those attending. Sponsors of \$50 or more will have their name on the banner (see below) which is up during all the concerts. All sponsors appear on the back of the 'rack card' which is handed out at each event. These 'cards' will also be available at many businesses though-out the area. Sponsors are also listed on the clcba.org website under the Music in the Street link. Our 2025 rack card is enclosed for your review.

Your sponsorship, along with many others, is invaluable for this CLCBA event. We hope you can support our request. A photo of the 2025 sponsor banner, from the last concert season, is below. It was displayed, by the stage, for all the concerts and referenced during the concert announcements. We also 'pass the hat' at concerts to help cover costs.

Thank you for your consideration and we really appreciate your support. Questions? Call 231 383-1120/message. Enclosed: sponsorship form, 2025 rack card for your review and an addressed/return envelope. We look forward to seeing you 'in the street'!

2026 LINE UP

7/2-Tim Jones and the Up North Get Down
 7/9-Jaybo Bihlman
 7/16-Manitou Trucking Company

7/23-Dig A Pony
 7/30-Bill Frary and the Frequency
 8/6-Kyle Brown and the Human Condition
 8/13-Sisters of Soul

