

Our Lady of  
**Lebanon**  
mid-east  
**festival**  
July 13 - 15, 2012

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Dear Sponsor,

Our Lady of Lebanon Maronite Catholic Church is proud to host the 2012 Mid-East Festival July 13<sup>th</sup> – 15<sup>th</sup>. Over the past four years, thousands of attendees have built lasting memories at Our Lady of Lebanon Mid-East Festival. More than seven thousand guests enjoyed the music, food, fireworks, and fun for three days last July. Each year, event attendance has increased by over forty percent. This July, Our Lady of Lebanon will continue this tradition by welcoming guests to three exciting and fun-filled days providing great food and entertainment. To ensure the success of this family event for the community, we rely on the generous contributions from community businesses, organizations, and individuals.

This year's festival once again will put on display our Middle Eastern culture and cuisine. Our goal is to provide a fun, low-cost event for families in our community to attend. The Mid-East Festival offers something unique to the community – a taste of Middle Eastern culture and food not found elsewhere. Planned festival activities include traditional dancing performances, a live band, kids' activities, a fireworks show, and as always, lots of homemade Middle Eastern food. Through the festival, we hope to encourage the spirit of community and provide a family-friendly event.

Several of our 2012 sponsors benefited from the opportunities their sponsorship provided to promote their businesses. As part of the sponsorship package, business names and logos were used in the festival's marketing campaign throughout Southeast Michigan. This included thirteen billboards; 2,000 posters; 2,500 postcards; 4,000 food tray liners; 5,000 event programs; 300 t-shirts; and over 700 television and radio commercials. We added newspaper ads that were printed on the front page and entire back page of community mailings and delivered to over 60,000 households throughout Genesee County. The event was heavily promoted using social media. We also participated in several local television, radio, and newspaper interviews. Our marketing efforts in 2012 will match or exceed last year's.

Making the festival successful this year and in the future can only be accomplished with your generosity. We are reaching out to the local community and businesses to help us offset the cost of the festival through sponsorships. Your business can participate at various giving levels with attractive benefits at each. Enclosed is a sponsorship form that describes the sponsorship levels in more detail. You may also donate an item for our raffle or goods and services in lieu of a sponsorship. The proceeds from this event help Our Lady of Lebanon to operate, build youth programs, provide food and assistance to low income and homeless families, and support children with severe medical conditions. Our Lady of Lebanon is a non profit 501(c) (3) organization and all sponsorships and donations are tax deductible.

If you have any questions about the church; the festival; or donations, please feel free to contact Jason Klanseck, Chairperson, at one of the following (810) 412-8585 or [Jason@Klanseck.com](mailto:Jason@Klanseck.com).

Thank you in advance for your support.

Sincerely,

Father Paul Tarabay  
Pastor



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## **2012 Mid-East Festival Sponsorship Levels**

Platinum Sponsorship	\$2,500
<ul style="list-style-type: none"><li>• Logo/Name inclusion on billboards , newspaper ads , flyers/posters, and program</li><li>• Recognition in radio and television ads</li><li>• Prominent logo placement on stage backdrop and banner around the stage</li><li>• Individual banner posted (provided by company or by festival committee)</li><li>• Prominent placement on website with ad and link to site</li><li>• Logo placement on sponsors banner and on all festival t-shirts</li><li>• Free vendor booth or display area</li><li>• Sponsorship announcements during festival</li><li>• Inclusion in all press releases</li></ul>	
Gold Sponsorship	\$1,000
<ul style="list-style-type: none"><li>• Prominent logo placement on stage backdrop and banner around the stage</li><li>• Individual banner posted (provided by company or by festival committee)</li><li>• Prominent placement on website with ad and link to site</li><li>• Logo placement on sponsors banner and on all festival t-shirts</li><li>• Logo/Name inclusion in festival program</li></ul>	
Silver Sponsorship	\$500
<ul style="list-style-type: none"><li>• Individual banner posted (provided by company or by festival committee)</li><li>• Prominent placement on website with ad and link to site</li><li>• Name placement on sponsors banner and on all festival t-shirts</li><li>• Name inclusion in festival program</li></ul>	
Bronze Sponsorship	\$250
<ul style="list-style-type: none"><li>• Placement on website with ad and link to site</li><li>• Banner placement during festival (provided by company or by festival committee if needed)</li><li>• Name on sponsors banner</li><li>• Name in festival program</li></ul>	
Basic Sponsorship – 20 spots available	\$125
<ul style="list-style-type: none"><li>• Name in program</li><li>• Name on sponsor banner</li><li>• Name on food tray liner</li></ul>	
Vendor Booth Space	\$150
<ul style="list-style-type: none"><li>• One eight foot table under a tent</li><li>• Two chairs</li></ul>	

**Our Lady of Lebanon Maronite Catholic Church  
2012 Mid-East Festival Sponsorship**

# INVOICE

4133 Calkins Road  
Flint, MI 48532  
Phone (810) 733-1259

INVOICE #  
DATE:

**Bill to:**

Business Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Fax Number: \_\_\_\_\_  
Website: \_\_\_\_\_

DESCRIPTION	AMOUNT
Sponsorship Type:	
Exclusive Entertainment Sponsor - \$5,000	
Platinum Sponsorship - \$2,500	
Gold Sponsorship - \$1,000	
Silver Sponsorship - \$500	
Bronze Sponsorship - \$250	
Basic Sponsorship - \$125	
Other Sponsorship (Please Describe): _____	
Vendor Booth - \$150	
TOTAL	

Please make checks payable to: "Our Lady of Lebanon Maronite Catholic Church".  
A tax receipt will be furnished upon receipt of payment.

\*\*For Platinum and Gold sponsorships, please send a high resolution copy (.jpg, .tif or .eps) of your company logo to Jason Klanseck ([jason@klanseck.com](mailto:jason@klanseck.com)) no later than June 1<sup>st</sup>, 2012.

\*\*For all sponsors - if your company cannot provide a banner to display and needs one printed, please email a high resolution copy (.jpg, .tif or .eps) of your company logo to Jason Klanseck ([jason@klanseck.com](mailto:jason@klanseck.com)) no later than June 29<sup>th</sup>, 2012. If we do not have your logo, we cannot print and display a banner. Thank you for your cooperation.

**Thank you for supporting the 2012 Mid-East Festival!**

# 2011

# our lady of lebanon mid-east festival

# 2011



**1st Prize: \$2,500**  
 2nd Prize: iPad 2      3rd Prize: 50" Flat Screen TV  
 4th Prize: iPod Touch      6th-10th Prize: \$100  
 Ticket Price: \$1.00 per ticket  
 or 6 tickets for \$5 or 25 tickets for \$20.  
 Raffle drawing will be held during the festival on Sunday July 17th at 5:00pm.  
 (need not be present to win)

