

# BELLE DENE EVENTS

*Premium Events. Unforgettable Experiences.*

## 2026 Sponsorship Opportunities

BelleDene Events produces premium high-attendance experiences, designed to bring communities together through ENTERTAINMENT, SHOPPING, EDUCATION, and UNFORGETTABLE THEMED ENVIRONMENTS.

We specialize in large-scale event production with strong vendor partnerships, immersive zones, and aggressive regional marketing that drives real foot traffic.

⦿ REGIONAL MARKETING   ⦿ HIGH FOOT TRAFFIC   ⦿ STRONG PARTNERSHIPS   ★ UNFORGETTABLE EXPERIENCES

# EVENT PORTFOLIO

---

## BIG BACKYARD BASH

Large-Scale, Family-Friendly Event

- ✓ Food · Music · Games
- ✓ Outdoor Fun & Entertainment
- ✓ Community Celebration

## MODERN HOMESTEAD LIVING EXPO

Education · Preparedness · Lifestyle

- ✓ Workshops & Demos
- ✓ Sustainable Living
- ✓ Homesteading & Self-Reliance

## MERRY MAYHEM MARKET

Holiday Shopping & Immersive Experience

- ✓ Artisan Vendors
- ✓ Festive Attractions
- ✓ Seasonal Entertainment

## NEXT-LEVEL HEALTH & WELLNESS EXPO

Fitness, Wellness & Lifestyle Brands

- ✓ Health & Fitness
- ✓ Wellness Workshops
- ✓ Product Demos & Experts

# *Our Goal*

---

To become the Midwest's leading event series by delivering consistent, high-quality experiences that attract families, shoppers, and loyal repeat attendees.

## **Why Sponsors Love Us:**

- ✓ Direct Consumer Access
- ✓ High Brand Visibility
- ✓ Real engagement on top of impressions
- ✓ A trusted community presence

***We don't just host events.  
We build brands inside experiences.***

HIGH FOOT TRAFFIC EVENT

VENDOR EXPO FLOOR

LARGE-SCALE OUTDOOR EVENT

# Sponsorship

BelleDene Events delivers high-impact brand exposure through aggressive regional marketing designed to drive attendance and maximize sponsor visibility.

1.5–2 MILLION SOCIAL MEDIA TOUCHPOINTS

## *Strategic Social Media Marketing*



**Paid + Organic campaigns across Facebook, Instagram and TikTok**



**Targeted geo-fencing within a 60-mile radius**



**Retargeting ads to drive repeat exposure and ticket conversion**

*— Measuring results, driving ROI. —*

# *Additional Exposure Channels*

---

- High Traffic Billboard Placement
- Directional Signage Near Venue
- Ticket Fundraising Programs
- Flyer Distribution
- Community Driven Attendance Push
- Vendor Marketing Requirements
- Local Clubs and Organizations Outreach
- Cross-Promotion across Sponsor Channels

✓ **Billboards & Signage**

✓ **School Fundraising Partnerships**

✓ **Community & Vendor Cross-Promotion**

# Sponsor Visibility & Brand Value

*Every partnership is designed for maximum visibility and premium brand alignment.*

## Included with all sponsorships:

- ✓ Logo placement on Sponsor Listing Page
- ✓ Inclusion in 'Thank You Sponsors' campaign
- ✓ On-site sponsor recognition (shared signage)
- ✓ Opportunity to provide branded giveaway item
- ✓ Listed on event sponsor board + sponsor slide

## Premier Placement Opportunities:

- ✓ Stage mentions & live recognition
- ✓ Logo placement on main entrance signage
- ✓ Zone naming rights (select tiers)
- ✓ Priority booth placement
- ✓ Dedicated social media spotlight posts
- ✓ Logo on printed materials
- ✓ Billboard inclusion
- ✓ VIP bag insert placement
- ✓ Featured placement on website & paid advertising

*"We don't just advertise sponsors. We integrate brands into the experience."*

# PRESENTING SPONSOR

1.5–2 Million  
Social Media Touchpoints

*Highest visibility, strongest branding,  
full event association start to finish ★★*

- ★ **Brand Takeover Package**
- ★ **Exclusive Naming Rights:** "Big Backyard Bash Presented by \_\_\_\_\_"
- ★ **Naming Rights on All Major Branding:** Website Header | Ticketing Pages | Eventbrite | Sponsor Banner | Press Releases
- ★ **Advertising & Media Dominance:** Logo on ALL paid advertising | Featured in all email + text campaigns | Radio/TV callout
- ★ **Ticket & Entry Branding:** Logo on Tickets | Wristbands | Entry Signage | Main Entrance Arch/Banner
- ★ **Stage + Announcement Mentions:** Mentioned during contests, giveaways and major attractions
- ★ **Premium On-Site Activation Space:** Prime Booth | Giveaways | Lead Capture | Games | Photo Moment | Product Demos
- ★ **Lead Generation + Data Capture:** Event lead funnel | QR capture | Enter-to-win contest | Sponsor receives all leads
- ★ **Content & Social Media Takeover:** 10 posts | 6 story shoutouts | 2 sponsored reels | Influencer content | Pinned 7 days
- ★ **VIP + Ticket Package:** 25 VIP passes | 25 General Admission Tickets | VIP bag insert
- ★ **Category Exclusivity** (only one sponsor per industry)

# GOLD SPONSOR

1.5–2 Million  
Social Media Touchpoints

*Gold Sponsors receive premium exposure  
and  
major visibility across the full event weekend*

★

- ★ **High Visibility Event Branding:** Logo featured prominently on event marketing + sponsor signage (below presenting sponsor)
- ★ **Advertising + Marketing Placement:** Logo on website | Ticketing pages | Eventbrite | Print + digital promotions
- ★ **Stage + Announcer Recognition:** Sponsor name announced throughout the day | Featured during contests + giveaways
- ★ **Premium On-Site Activation Space:** Prime booth for giveaways | Lead capture | Games | Product demos
- ★ **Content + Social Media Promotion:** 6 social media posts | 4 story shoutouts | Included in event recap content
- ★ **Lead Generation Opportunity:** Event giveaway funnel | QR opt-in lead capture | Sponsor receives collected leads
- ★ **VIP + Ticket Package:** 15 VIP passes | 15 General Admission tickets | VIP bag insert included
- ★ **Event Signage Recognition:** Logo on Sponsor Wall | Event map listing | Directional signage recognition

# ZONE SPONSOR

1.5–2 Million  
Social Media Touchpoints

*Premium branding and high visibility inside  
a major high-traffic on-site attraction area ★*

- ★ **Exclusive Zone Naming Rights:** "Zone Name Presented By \_\_\_\_\_"
- ★ **Zone Branding + Signage:** Sponsor logo at zone entrance | Zone banners | Activity signage throughout the zone
- ★ **Premier On-Site Activation Space:** Prime Booth inside sponsored zone | Giveaways | Lead capture | Games | Product demos
- ★ **Advertising + Marketing Placement:** Logo on website | Sponsor page | Digital promotions | Event map listing
- ★ **Content + Social Media Promotion:** 4 social media posts | 4 story shoutouts | Zone-specific event recap content
- ★ **Lead Generation Opportunity:** Event giveaway funnel | QR opt-in lead capture | Sponsor receives collected leads
- ★ **VIP + Ticket Package:** 10 VIP passes | 10 General Admission tickets | VIP bag insert included

# SILVER SPONSOR

1.5–2 Million  
Social Media Touchpoints

*Silver Sponsors receive premium visibility  
and  
strong branding across the full event  
weekend ★*

- ★ **High Visibility Event Branding:** Logo featured on sponsor signage and event marketing (below Gold Sponsors)
- ★ **Marketing + Promotion Placement:** Logo on website | Sponsor page | Digital promotions | Event map listing
- ★ **Stage + Announcement Mentions:** Sponsor name announced during scheduled event shoutouts
- ★ **Social Media Promotion:** 3 social media posts | 3 story shoutouts | Included in event recap moment
- ★ **On-Site Booth Opportunity:** Booth space for giveaways | Lead capture | Product demos
- ★ **Lead Generation Opportunity:** Event giveaway funnel | QR opt-in lead capture | Sponsor receives collected leads
- ★ **VIP + Ticket Package:** 8 VIP passes | 8 General Admission tickets | VIP bag insert inclusion

# ACTIVITY SPONSOR

---

★ **Exclusive Activity Sponsorship Rights**

★ **Choose One Major Attraction:** Pie & Hot Dog Eating Contest | Relay Races + Tug of War | Kids Characters + Face Painting | Main Stage Sponsor

★ **Activity Naming Rights:** "(Activity Name) Presented By \_\_\_\_\_"

★ **Activity Branding + Signage:** Sponsor logo at activity entrance signage and contest staging areas

★ **Marketing + Promotion Placement:** Logo on website | Sponsor page | Digital promotions | Event map listing

★ **Social Media Promotion:** 2 social media posts | 2 story shoutouts | Included in event recap content

★ **On-Site Booth Opportunity:** Booth space for giveaways | Lead capture | Product demos

★ **VIP + Ticket Package:** 6 VIP passes | 6 General Admission tickets | VIP bag insert included

*High visibility at one of the event's most  
engaging and high-traffic entertainment  
areas ★*

# COMMUNITY SPONSOR

---

- ★ **Community Sponsor Recognition:** Logo included on sponsor signage and event sponsor wall
- ★ **Marketing + Promotion Placement:** Logo on website | Sponsor page | Digital promotions | Event map listing
- ★ **Social Media Promotion:** 1 social media post | 1 story shoutout
- ★ **VIP + Ticket Package:** 2 VIP passes | 4 General Admission tickets
- ★ **Event Day Recognition:** Sponsor listed as an official Community Sponsor across the full event weekend

*Strong local visibility and brand recognition  
supporting a major family event ★*

# SUPPORTING SPONSOR

---

- ★ **Supporting Wall Recognition:** Logo included on event sponsor wall signage
- ★ **Marketing + Promotion Placement:** Logo listed on website sponsor page
- ★ **Event Map Listing:** Sponsor name listed on digital event map / sponsor listing
- ★ **Social Media Shoutout:** 1 group sponsor thank-you post (tagged if applicable)
- ★ **Event Day Recognition:** Listed as an official supporting sponsor across the event weekend

*Local visibility and community recognition  
supporting a major family event ★*

# Ready to Partner With Us?

---

Big Backyard Bash Sponsorship Opportunities are limited and sold first-come, first-served. Secure your sponsorship today and lock in premium brand placement across the full event weekend.

 **Email:** [BelleDeneEvents@gmail.com](mailto:BelleDeneEvents@gmail.com)

 **Phone:** 636-515-8185

 **Website:** [www.belledeneevents.com](http://www.belledeneevents.com)

★ *Thank you for supporting a high-impact community event built for families, fun, and unforgettable experiences.*

**Sponsorship Agreement Available Upon Request**