



Wednesday, July 15 to Saturday, July 18, 2026

Approximately 60,000 attendees come to Port Huron's Boat Weekend for art, food, entertainment, and boating fun during this 4-day festival. Don't miss this exclusive opportunity to feature your business!

Business Name

Contact Person

Address

Phone Number

Email

Sponsorship Level Selected

SPONSORSHIP ITEMS BREAKDOWN:

****See page 2 and 3 to choose your sponsorship package****

Naming Rights

Sponsor's name to be attached to Festival i.e., "2026 Blue Water Fest presented by Company XYZ."

Sponsor's name to be attached to Festival Fireworks i.e., "Company XYZ Fireworks on Thursday at dusk."

Sponsor's name to be attached to Festival Concerts i.e., "Company XYZ Concerts presented by Company XYZ."

Publicity varies from

Mentions on press releases, radio ads, radio commercials, and interviews

Print includes 200 posters and 2000 schedule of events brochures

Logo displayed on McMorran marquee, McMorran email blasts (18,000)

Logo displayed on the Blue Water Fest and Downtown Port Huron social media (21K followers). Logo displayed on McMorran's social media (18K followers) and live stream mentions.

Stage Announcements

Live announcement recognizes the sponsor and its support of all Festival activities on Blue Water Fest's Main Stage.

Exhibit Space

A 10'x10' booth space for conducting sales, promotions, demonstrations, and/or product sampling. No electricity provided.

Signage

Vinyl banners provided by the sponsor to be displayed in the event's footprint. Quantity varies on the sponsorship level.

Website

Recognition on the Blue Water Fest website for a minimum of 8 weeks, plus a link back to the sponsor website.

VIP Concert

Sponsor to receive a generous allotment of VIP concert tickets to the Blue Water Fest Concert on the Festival's Main Stage. More tickets are available at an additional cost.

Kids' Zone

Exclusive opportunity to be connected in all promotions regarding Kids' Zone and display 1 (one) banner featuring the sponsor logo onsite. Sponsor to provide the banner.

Event T-shirt

Logo on event t-shirts worn by volunteers and sold during the event as merchandise.



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SPONSORSHIP PACKAGES

PLEASE SELECT FROM THE FOLLOWING:

PRESENTING SPONSOR - \$25,000 (\$44,500 VALUE) ***ONE SPONSOR LIMIT**

Naming Rights (Total Value = \$20,000)

Sponsor's name to be attached to Festival i.e., "2026 Blue Water Fest presented by Company XYZ."

Publicity (Total Value = \$12,000)

Press releases, radio ads, radio commercials, interviews, email blasts, event t-shirts, print, 8 weeks on McMorran marquee, digital media, and post-event thank you posts, including BWF, Downtown PH and McMorran's Facebook and Instagram.

Stage Announcements (Total Value = \$5,000)

Live announcement recognizes the sponsor and its support of all Festival activities on BWF Main Stage.

Exhibit Space (Total Value = \$500)

Sponsor to receive prominent exhibit space in the event footprint.

Signage (Total Value = \$2,000)

Two banners in the concert footprint. One additional banner in a major festival location. Sponsor to provide the banners desired for display.

Website (Total Value = \$4,400)

Prominent recognition on the BWF, Downtown PH and McMorran's website for a minimum of 8 weeks, plus a link back to the sponsor website. Logo listed on the McMorran concert ticketing page.

VIP Concert (Total Value = \$600)

Sponsor to receive (20) twenty VIP concert tickets to BWF Concert on the Festival's Main Stage. More tickets are available at an additional cost.

FIREWORKS/DRONE SHOW SPONSOR - \$18,000 (\$42,100 VALUE)

Naming Rights (Total Value = \$20,000)

Sponsor's name to be attached to Festival i.e., "2026 Blue Water Fest fireworks/drones presented by Company XYZ."

Publicity (Total Value = \$10,000)

Press releases, radio ads, radio commercials, interviews, event t-shirts, print, 4 weeks on McMorran marquee, digital media, and post-event thank you posts, including BWF and Downtown PH Facebook and Instagram.

Stage Announcements (Total Value = \$5,000)

Live announcement recognizes the sponsor and its support of all Festival activities on BWF Main Stage.

Exhibit Space (Total Value = \$500)

Sponsor to receive prominent exhibit space in the event footprint.

Signage (Total Value = \$2,000)

The Festival will display up to 3 banners featuring the sponsor logo prominently in major festival locations. Sponsor to provide the banners desired for display.

Website (Total Value = \$4,000)

Prominent recognition on the BWF website for a minimum of 8 weeks, plus a link back to the sponsor website.

VIP Concert (Total Value = \$600)

Sponsor to receive (20) twenty VIP concert tickets to McMorran Concert on Festival's Main Stage. More tickets are available at an additional cost.

MAIN STAGE SPONSOR - \$10,000 (\$40,600 VALUE)

Naming Rights (Total Value = \$18,000)

Sponsor's name to be attached to Festival concert area, i.e., "2026 Blue Water Fest Main Stage presented by Company XYZ."

Publicity (Total Value = \$8,000)

Press releases, radio ads, interviews, email blasts, event t-shirts, print, digital media, and post-event thank-you posts, including BWF, Downtown PH, and McMorran Facebook and Instagram.

WGRT Radio Commercials (Total Value = \$1000)

Your business ad featured on the station ten times.

McMorran Digital Marquee (Total Value = \$1,500)

Three weeks featured on the digital billboard.

Stage Announcements (Total Value = \$5,000)

Live announcement recognizes the sponsor and its support for all Festival activities on BWF Main Stage.

Signage (Total Value = \$2,000)

Three banners in the concert footprint. One additional banner in a major festival location. Sponsor to provide the banners desired for display.

Exhibit Space (Total Value = \$500)

Sponsor to receive prominent exhibit space in the concert footprint. Included is 8ft table, chairs and table cloth.

Website (Total Value = \$4,000)

Prominent recognition on the BWF and McMorran's website for a minimum of 8 weeks, plus a link back to sponsor website.

VIP Concert (Total Value = \$600)

Sponsor to receive (20) Twenty VIP concert tickets to McMorran Concert on BWF Main Stage. More tickets available at an additional cost.

SIGNATURE SPONSOR - \$5,000 (\$10,500 VALUE)

Publicity (Total Value = \$5,000)

Print, event t-shirt, digital media, including BWF, and Downtown PH Facebook and Instagram, post-event thank-yous.

WGRT Radio Commercials (Total Value = \$1000)

Your business ad featured on the station ten times.

McMorran Digital Marquee (Total Value = \$1,000)

Two weeks featured on the digital billboard.

Signage (Total Value = \$1,000)

The Festival will display 1 (one) banner featuring the sponsor logo. Sponsor to provide the banners desired for display.

Exhibit Space (Total Value = \$500)

Sponsor to receive prominent exhibit space in the concert footprint. Included is 8ft table, chairs and table cloth.

Website (Total Value = \$2,000)

Recognition on the BWF website.

KIDS ZONE SPONSOR - \$2,500 (\$7,000 VALUE)

Publicity (Total Value = \$4,000)

Mentioned in all promotions regarding Kids' Zone. Digital media, including BWF and Downtown PH Facebook and Instagram, post-event thank-yous.

WGRT Radio Commercials (Total Value = \$500)

Your business ad featured on the station five times.

McMorran Digital Marquee (Total Value = \$500)

One week featured on the digital billboard.

Signage (Total Value = \$1,000)

The Festival will display 1 (one) banner featuring the sponsor logo onsite. Sponsor to provide the banner.

Event T-shirt (Total Value = \$1,000)

Logo on event t-shirts worn by volunteers and sold during the event as merchandise.

COMMUNITY SPONSOR - \$1,000 (\$5,000 VALUE)

Publicity (Total Value = \$4,000)

Digital media, including BWF and Downtown PH website, Facebook and Instagram, post-event thank-yous. Printed materials, McMorran marquee features, and five radio commercials.

Event T-shirt (Total Value = \$1,000)

Logo on event t-shirts worn by volunteers and sold during the event as merchandise.

EXHIBIT SPACE - \$500

Exhibit Space

Sponsor to receive exhibit space in the event's footprint.



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Address

Phone Number

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