



BLUE WATER FESTIVAL SPONSORSHIP



Dear Future Sponsor,

Get ready to make a lasting impact in Port Huron this summer! The annual Blue Water Festival, best known as Port Huron's Boat Weekend, returns July 10-12, 2025, bringing our community together for an unforgettable celebration.

Each year, the Blue Water Festival welcomes over 60,000 attendees, and we anticipate an even larger crowd this year! The Port Huron Downtown Development Authority (DDA) is excited to host a spectacular festival that showcases the finest aspects of our community. We are collaborating with numerous organizations to present cherished events such as the Rotary International Day Parade, Family Night, Boat Night and live performances by nationally recognized music acts. We are especially excited to announce our partnership with McMorran Place to bring top-tier concerts to this year's festival, creating an even more dynamic entertainment experience for attendees.

As we prepare for another memorable festival, we are reaching out to community-minded organizations like yours seeking sponsorship assistance to provide the operational support. Partnering with us is vital in ensuring we can provide premier entertainment, family-friendly attractions, and enhance the overall festival experience. We are also excited to extend the festival until Saturday, July 12, offering a day filled with local attractions and family-friendly activities.

By partnering with us, your brand will gain valuable visibility while supporting a beloved community tradition and you'll contribute directly to the festival's success. Sponsorship opportunities range from event naming rights to prominent logo placements and on-site activation opportunities, tailored to meet your business goals and budgets.

Enclosed, you will find detailed sponsorship package options. If you are interested in joining us as a sponsor, please contact us at (810) 984-9718 or delongl@porthuron.org to discuss tailored opportunities.

Thank you for considering a partnership with the 2025 Blue Water Festival. Your involvement makes all the difference in keeping this tradition alive and thriving.

Here's to a vibrant summer and a festival to remember!

Warm Regards,

Lisa DeLong
DDA Director, City of Port Huron





Wednesday, July 9 to Saturday, July 12, 2025

Approximately 60,000 attendees come to Port Huron's Boat Weekend for art, food, entertainment, and boating fun during this 4-day festival

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., "2025 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, 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 (19K followers). Logo displayed on McMorran's social media (17K 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 (\$42,100 VALUE) ***ONE SPONSOR LIMIT**

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

Sponsor's name to be attached to Festival i.e., "2025 Blue Water Fest presented by Company XYZ."

Publicity (Total Value = \$10,000)

Press releases, radio ads, interviews, email blasts, event t-shirts, print, 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 = \$4,000)

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 SHOW SPONSOR - \$18,000 (\$40,100 VALUE) ***ONE SPONSOR LIMIT**

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

Sponsor's name to be attached to Festival i.e., "2025 Blue Water Fest fireworks presented by Company XYZ."

Publicity (Total Value = \$10,000)

Press releases, radio ads, interviews, event t-shirts, print, 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.

CONCERT SPONSOR - \$20,000 (\$22,100 VALUE)

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

Sponsor's name to be attached to Festival concert area i.e., "2025 Blue Water Fest concerts presented by Company XYZ."

Publicity (Total Value = \$10,000)

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

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

Live announcement recognize sponsor and its support to all Festival activities on BWF Main Stage.

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.

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.

SILVER SPONSOR - \$10,000 (\$14,500 VALUE)

Publicity (Total Value = \$8,000)

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

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.

Exhibit Space (Total Value = \$500)

Sponsor to receive prominent exhibit space in the event footprint.

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.

BRONZE SPONSOR - \$5,000 (\$8,000 VALUE)

Publicity (Total Value = \$5,000)

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

Signage (Total Value = \$1,000)

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

Website (Total Value = \$2,000)

Recognition on the BWF website.

KIDS ZONE SPONSOR - \$2,500 *TWO SPONSOR LIMIT (\$5,000 VALUE)

Publicity (Total Value = \$4,000)

Mentioned in all promotions regarding Kids' Zone and included in the event t-shirt. Digital media, including BWF and Downtown PH Facebook and Instagram, including post-event thank you posts.

Signage (Total Value = \$1,000)

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

COMMUNITY SPONSOR - \$1,000 (\$4,000 VALUE)

Publicity (Total Value = \$3,000)

Digital media, including BWF and Downtown PH Facebook and Instagram, including post-event thank you posts.

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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Contact Person

Address

Phone Number

Email

Sponsorship Level Selected