



# NATIONAL BLUEBERRY FESTIVAL™

SOUTH HAVEN • MI




**August 11-14, 2022**

*The National Blueberry Festival returns to a FULL festival experience!*





**The National Blueberry Festival** has been held in South Haven, Michigan since 1963 and is one of the country's oldest continuously-running fruit festivals! It is held on the second weekend in August, and includes free concerts, a parade, kid's activities, blueberry pancake breakfasts, pie-eating contests, and much more!

We're proud of South Haven's tremendous blueberry crop, and the important industry it represents in our area. Van Buren County is the nation's most prolific producer of highbush blueberries, and Michigan as a whole produces upward of 100 million pounds each year.

Growers, packers, u-picks, specialty equipment, agritourism, cottage industry and more convene right here in Southwest Michigan, and it's all thanks to the delicious and healthy king of fruits — the almighty blueberry!



# Partnership Opportunities

All Partners receive: name/logo on website, limited edition partner gift, name on signage throughout festival, and social media shoutouts.

## Title Sponsor - National Blueberry Festival presented by YOUR COMPANY - \$15,000

### Platinum Partner

- Farm Day - \$4,000
- Pie Social - \$4,000
- 5K Race - \$4,000

### Gold Partner

- Main Stage - \$3,500
- Youth Pageant - \$3,500
- Blueberry Central Market - \$3,000
- Parade - \$3,000

### Silver Partner

- Buskers (street musicians in front of your business) - \$2,500
- Guest Relations/Information Booth - \$2,500
- Pie Eating Contest - \$2,500
- Transportation (Scooters, Mules, Golf Carts) - \$2,500
- Official Photographer w/Selfie Stations throughout festival - \$2,000
- Volunteers/Board/Staff (300+ volunteers & thousands of hours) - \$2,000

### Community Partner

- Pavilion Stage - \$1,500
- Riverfront - \$1,000 (multiple available)
- Kid's Activities - \$500
- Small Business Partners - \$300

The festival raises funds and awareness for local clubs like Rotary, Kiwanis, Red Cross, and Girl Scouts. Over 40 unique events provide over 50 hours of family fun — Southwest Michigan style!



Lock in your rate for the 60th NBF in 2023!

All 2022 Corporate Partners will receive the same rate for 2023 as they will in 2022!

**Our mission** is to recognize, appreciate, and celebrate the cultural and economic significance of blueberries, blueberry production, and agritourism in the Southwest Michigan region by holding an annual National Blueberry Festival as well as promote the education and future of agriculture in Southwest Michigan.



**\* 35,000-40,000 attendees each year!**