

# SPONSORSHIPS

## GOLD

**\$5,000** (3 AVAILABLE)

### PRESENTING SPONSOR FOR 1 EVENT!

*FIRST COME, FIRST SERVED*

☐ Art Bash ☐ Street Art Fest ☐ Pub Crawl

Booth at the event you're sponsoring (10' x 10')  
 Holiday Party Top Sponsor  
 State of the Cities Top Sponsor  
 One Postcard Ad (3" X 4")  
 City Guide Ad/Article  
 Berkley Has heART Book Ad (Full Page)  
 Logo on BOO!kley Shirt (Top position)  
 Recovery Bag (Pub Crawl)  
 Yappy Hour Doggie Bag (BSAF)  
 Logo on CruiseFest Shirt (SLEEVE)  
 Berkley Local Podcast Feature (1)  
 10 Pub Crawl Tickets | 4 State of the Cities Tickets

## SILVER

**\$3,000** (UNLIMITED AVAILABLE)

Secondary Sponsorship for all other events  
 One Postcard Ad (3" X 4")  
 Berkley Has heART Book Ad (1/2 Page)  
 Logo on BOO!kley Shirt  
 Recovery Bag (Pub Crawl)  
 Yappy Hour Doggie Bag (BSAF)  
 Logo on CruiseFest Shirt  
 Berkley Local Podcast Feature (1)  
 8 Pub Crawl Tickets | 2 State of the Cities Tickets

## BRONZE

**\$1,500** (UNLIMITED AVAILABLE)

Berkley Has heART Book Ad (1/4 Page)  
 Logo on BOO!kley Shirt  
 Recovery Bag (Pub Crawl)  
 Yappy Hour Doggie Bag (BSAF)  
 Logo on CruiseFest Shirt  
 Berkley Local Podcast Feature (1)  
 4 Pub Crawl Tickets | 2 State of the Cities Tickets

## PRESENTING SPONSOR

AT EVENTS INCLUDES:

- Top billing on event poster, signage, t-shirt, website, social media, newspaper ads, videos, etc. where applicable
- Logo on event banner(s)
- Ability to provide event bags for attendees
- Sign recognition at the Chamber booth & entertainment area
- 10' x 10' promotional booth space
- Complimentary team chalk square (BSAF only)
- 4 complimentary T-shirts (BSAF & Pub Crawl only)
- Social media exposure
- Berkley Bullhorn e-newsletter exposure
- Presenting Sponsor recognition on press release

## ALL SPONSORSHIP LEVELS INCLUDE:

- Logo on all event posters
- Social Media recognition
  - Shout It Out
  - I'm All Ears
- Bullhorn e-newsletter exposure

## BERKLEY ART BASH

JUNE 14, 2025

Berkley Art Bash has been turning Twelve Mile into an art-filled street party since 2001. It attracts crowds of over 10,000 that come to find hip handmade wares from over 150 artists and makers, listen to live music, enjoy street eats and fun kid activities. See Media Kit for more information.

**berkley art bash**

### **Kid Zone Sponsor**

**\$1,400** (1 AVAILABLE)

### **Booth**

**\$750** (10' X 10')

### **Booth Bundle (Art Bash & BSAF)**

**\$1,100**

10' X 10' BOOTH AT BERKLEY ART BASH  
& BERKLEY STREET ART FEST  
(\$250 SAVINGS)

## CRUISEFEST T-SHIRT

AUGUST 15, 2025

Berkley CruiseFest takes place the Friday before Woodward Dream Cruise. T-shirts are sold under the marquee during the event and afterward at participating businesses.

### **Sleeve**

**\$500**

1 AVAILABLE

### **Gold**

**\$300**

UNLIMITED

### **Silver**

**\$150**

UNLIMITED



## BERKLEY STREET ART FEST

JULY 12, 2025

Chalk art fills Coolidge Hwy at this free, family-friendly event. Includes a Chalk Art Contest (Adult, Youth & Team categories), a Culinary Corridor with artisanal food purveyors sponsored by Woodward Corner Market, Kid Zone with free activities, Yappy Hour dog zone, food, music, and fun!



**BERKLEY STREET ART FEST**

### **Kid Zone Sponsor**

**\$1,400** (1 AVAILABLE)

### **Monet**

**\$500**

### **Banksy**

**\$250**

### **Booth**

**\$600** (10' X 10')

### **Booth**

### **Culinary Corridor**

**\$100** (10' X 10')

### **Food Truck/Food Vendor**

**\$100**

### **Yappy Hour Top Sponsor**

**\$1,000**



## BERKLEY PUB CRAWL

FALL 2025

These events celebrate the fabulous food and drink destinations in the Berkley area.



### Pub Crawl Recovery Bag Top Sponsor \$250

YOUR LOGO ON THE OUTSIDE OF THE BAG (EXCLUSIVE). INCLUDE UP TO 2 ITEMS AND/OR A COUPON/FLYER. YOUR LOGO INCLUDED ON PUB CRAWL POSTER AND PROMOTIONS. EXCLUSIVE SHOUT OUTS.

### Pub Crawl Recovery Bag Sponsor \$100

INCLUDE 1 ITEM AND/OR A COUPON/FLYER. YOUR LOGO INCLUDED ON PUB CRAWL POSTER AND PROMOTIONS.



**Pub Crawl Recovery Bag** includes items like bottled water and snacks for our guests. Sponsors are invited to include an item for the bag. This could be a product sample, coupon, flyer or swag.

## BOO!KLEY MONTH T-SHIRT

OCTOBER 2025

Display your logo on the back of the official BOO!kley Month t-shirt.



### Gold \$300

YOUR LOGO TOWARDS TOP OF SHIRT, LARGER THAN SILVER & BRONZE

### Silver \$150

YOUR LOGO SMALLER UNDER GOLD SPONSORS

### Bronze \$100

YOUR LOGO SMALLER UNDER SILVER SPONSORS

## STATE OF THE CITIES

OCTOBER 2025

State of the Cities gives an opportunity for local government entities including Berkley, Huntington Woods, Oak Park, the Berkley School District, Berkley DDA and the Berkley Area Chamber to report about the accomplishments and issues from the past year, and to talk about what is upcoming next year. In addition, the Chamber honors businesspeople and organizations that are supportive of the community.



### State of the Cities Sponsor \$250



## POSTCARD ADVERTISING

9" x 12" postcard sent approx April & November  
Distributed to 10,000+ households.



### Top Sponsor Ad (Front)

**\$1,000**

1 AVAILABLE

3" X 5" (VERTICAL OR HORIZONTAL)

### Ad (Back)

**\$600**

9 AVAILABLE

3" X 4" (HORIZONTAL)

## PODCAST FEATURE

Berkley Local is a video podcast profiling Chamber businesses and community partners. It is professionally produced by CMNtv and is available on YouTube, Spotify, Apple and other podcast channels. Your podcast feature will be posted on the Chamber's website and shared on social media, in a weekly Chamber email, and in a Berkley Bullhorn e-newsletter.



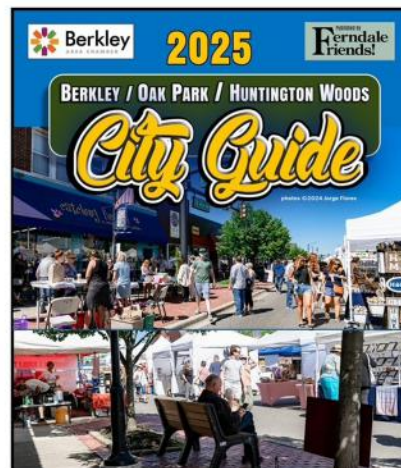
### Podcast Feature

**\$100**

1 AVAILABLE PER MONTH

## BERKLEY / HUNTINGTON WOODS / OAK PARK CITY GUIDE MAGAZINE

This magazine is distributed to all households in Berkley, Huntington Woods, and Oak Park.



**View Ad Sizes & Pricing at**  
**BERKLEYCHAMBER.COM**

### QUESTIONS?

Darlene Rothman, Executive Director  
darlene@berkeleychamber.com  
(248) 892-3161

**BOOK YOUR**  
**SPONSORSHIP ONLINE**  
**BERKLEYCHAMBER.COM**



REV. 1-14-2025



# berkley art baSH

# MEDIA KIT

SATURDAY, JUNE 14, 2025

## SUPPORTING OUR SPONSORS

- Facebook & Instagram (organic and paid)
  - Advertisement and article in local C&G publications
- Highlights in Berkley Bullhorn e-newsletter
  - Signage around town
- Sponsor logos at Chamber booth & throughout event
- PR & TV appearances to promote event

## BERKLEY'S QUINTESSENTIAL ART EVENT!

Attracts crowds of 10,000+



## SOCIAL MEDIA EXPOSURE

@berkleyartbash

Facebook: 5.2k Followers

Instagram: 1.4k Followers

**Paid Ad Reach**  
**(March – June 2024)**  
11,900



## C&G NEWSPAPERS PRINT DISTRIBUTION

Woodward Talk, Royal Oak Review  
& Birmingham-Bloomfield Eagle:

83,000 homes reached  
(article & advertisement)

## AT A GLANCE

- 10,000+ attendees
- 150+ artists & crafters line 12 Mile Rd to sell their work
- Kids activities, face painting, music & fun!
- Food trucks
- FREE to attend



The Berkley Art Bash has been turning 12 Mile Rd into an art-filled street party since 2001. It attracts crowds of over 10,000 that come to find hip handmade wares from over 150 artists and makers, listen to live music, enjoy street eats and fun kid activities.



**SIGN UP TO BE A SPONSOR AT [BERKLEYARTBASH.COM](http://BERKLEYARTBASH.COM)**







BERKLEY STREET ART FEST

# MEDIA KIT

SATURDAY, JULY 12, 2025

## SUPPORTING OUR SPONSORS

- Facebook & Instagram (organic and paid)
- Investment in PR company to land local TV & radio spots
- Highlights in Berkley Bullhorn e-newsletter
- Signage around town weeks before event
  - Flyer handout at Berkley Art Bash
  - Bonus ad in Berkley Has heART Book

## SOCIAL MEDIA EXPOSURE

Facebook: 2.3k Followers Instagram: 1.2k Followers

**Total Reach (April – July 2024)**

Organic: 17,400 Paid: 11,800

## AT A GLANCE

- 🎨 Chalk Art Contest
- 🐕 Yappy Hour dog zone with pet photographer, vendors & adoption event
- 🎨 Kids activities, food, music & fun!
- 🎨 Caricature artist for people & pets
- 🎨 Chalk art demonstration with David Zinn
- 🍴 Culinary Corridor with artisanal food purveyors
- 🎨 Artisan booths to explore



## MEDIA PLACEMENTS

Total Local TV Audience: 202,907

Total Radio Audience: 56,262

## WEBSITE TRAFFIC

Sponsor logos receive placement on website.

**Traffic (May – July 2024)**

Site Sessions: 4,456

Unique Visitors: 3,253



"The event was great!! We loved being in the food corridor, and appreciate all of the social media posts promoting the event. We really enjoy the family and community feel."

**CHRISTINA CODEN, RED HOTS CHILI**

**SIGN UP TO BE A SPONSOR AT [BERKLEYSTREETARTFEST.COM](https://BERKLEYSTREETARTFEST.COM)**



"Thank you, it was a wonderful show. We did very well. Please count us in for 2025 same booth."

**MATRIX HOME SOLUTIONS**

"Enjoyed the festivities in such a wonderful community. Talked to people about our business and hopefully gained some new customers."

**JANNIE TEITELBAUM, GREAT LAKES POT PIES**

