

SPONSORSHIPS

GOLD

\$5,000 (3 AVAILABLE)

PRESENTING SPONSOR – CHOOSE 1

FIRST COME, FIRST SERVED

- Art Bash
- Street Art Fest
- Pub Crawl / State of the Cities / Chamber Networking Events

Booth at the event you're sponsoring (10' x 10')

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 (1/2 Page)

Logo on BOO!kley Shirt

Recovery Bag (Pub Crawl)

Yappy Hour Doggie Bag (BSAF)

Logo on CruiseFest Shirt

Berkley Local Podcast Feature (1)

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, press release, 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



ALL SPONSORSHIP LEVELS INCLUDE:

- Logo on event posters
- Social Media recognition
 - Shout It Out Feature
 - I'm All Ears Feature
- 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.

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)

YOUR LOGO AT THE TOP OF THE T-SHIRT.
THE LOGO WILL BE LARGER THAN THE
SILVER SPONSORS

Silver

\$150

(UNLIMITED)

YOUR LOGO OR NAME UNDER GOLD
SPONSORS ON THE T-SHIRT



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! See Media Kit for more.



BERKLEY STREET ART FEST

Kid Zone Sponsor

\$1,400 (1 AVAILABLE)

Yappy Hour Top Sponsor

\$1,000

- YAPPY HOUR BANNER WITH YOUR LOGO AT EVENT
 - COMPLIMENTARY 10' X 10' BOOTH SPACE
- SOCIAL MEDIA PROMOTION OF YAPPY HOUR WITH YOUR LOGO
- LOGO DISPLAYED ON MARKETING MATERIALS, POSTER & EMAIL BLASTS
 - LOGO ON BSAF WEBSITE
 - LOGO ON T-SHIRT
- 4 COMPLIMENTARY T-SHIRTS

Monet

\$500

- LOGO DISPLAYED ON MARKETING MATERIALS, POSTER & EMAIL BLASTS
 - LOGO ON SIGNS THROUGHOUT EVENT & AT CHAMBER BOOTH
- SOCIAL MEDIA MENTIONS LEADING UP TO THE EVENT
 - LOGO ON BSAF WEBSITE
 - LOGO ON T-SHIRT
- 2 COMPLIMENTARY T-SHIRTS

Banksy

\$250

- LOGO DISPLAYED ON MARKETING MATERIALS, POSTER & EMAIL BLASTS
 - LOGO ON SIGNS AT CHAMBER BOOTH
- SOCIAL MEDIA MENTIONS LEADING UP TO THE EVENT
 - LOGO ON BSAF WEBSITE & T-SHIRT
(SMALLER THAN MONET)
- 1 COMPLIMENTARY T-SHIRT

Booth

\$600 (10' X 10')

Booth Culinary Corridor

\$100 (10' X 10')

Food Truck/Food Vendor

\$100

BERKLEY PUB CRAWL

SEPTEMBER 25, 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. These are given to all Pub Crawl attendees and are on-sale to the public.



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 Berkley, Huntington Woods, Oak Park, the Berkley School District, Berkley DDA and the Berkley Area Chamber the stage to report about their 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

YOUR LOGO ON ALL PROMOTIONS: WEBSITE, SOCIAL MEDIA, EMAILS & EVENT SIGNAGE.

POSTCARD ADVERTISING

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



Top Sponsor Ad (Front)

\$1,000

(1 AVAILABLE PER CARD)
3" X 5" VERTICAL OR HORIZONTAL

Ad (Back)

\$600

(9 AVAILABLE PER CARD)
3" X 4" HORIZONTAL

PODCAST FEATURE

Berkley Local is a video podcast profiling Chamber businesses. It is professionally produced by CMNtv. Your 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)

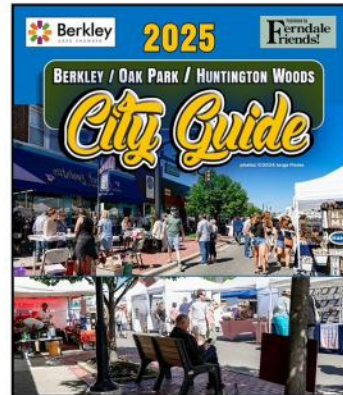


LEVEL UP NETWORKING

Level Up is the Chamber's new relationship building event debuting in 2025. Please visit berkeleychamber.com for Level Up sponsorship opportunities.

BERKLEY / HUNTINGTON WOODS / OAK PARK CITY GUIDE MAGAZINE

Distributed to all households in Berkley, Huntington Woods, and Oak Park.



View Ad Sizes & Pricing at BERKLEYCHAMBER.COM

BERKLEY HAS HEART BOOK

If you support the arts, this opportunity is for you! The colorful, photo-rich Berkley Has heART book highlights everything art-related in the community: Photography Contest finalists, past Berkley Street Art Fest winners, mural map, kids coloring pages, and more!

ALL SPONSORSHIPS INCLUDE LOGO OR NAME ON "THANK YOU" PAGE, PLUS RECOGNITION ON SOCIAL MEDIA & IN THE BERKLEY BULLHORN E-NEWSLETTER!



Full Page Ad \$500

5" W X 8" H
RECEIVE (10) COPIES OF BOOK

1/2 Page Ad \$250

5" W X 4" H
RECEIVE (5) COPIES OF BOOK

heART Sponsor \$50

RECEIVE (2) COPIES OF BOOK

BOOK YOUR SPONSORSHIP ONLINE!

BERKLEYCHAMBER.COM

QUESTIONS?

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



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





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



"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

