



2025 SPONSOR GUIDE

Opportunities for your organization to support our vibrant, connected, and engaged community





Cassopolis Main Street is a 501c3 nonprofit organization that strives to spark excitement, cultivate community, support local, and increase traffic to, and awareness of, Cassopolis through engaging community events and philanthropy.

Cassopolis Main Street continues to host several annual events and search for new and innovative ways to entice visitors, support businesses and engage the community. Your assistance allows these events to take place, and creates a sense of pride and a greater awareness of Cassopolis. These partnerships help create unique experiences and lasting family memories at no cost to them, welcoming all to attend and enjoy.

Since the Façade Grant Program's inception in 2020, over \$65,000 has been awarded to small business owners. Every child who attended Christmas in Cassopolis got to pick out a present from Santa and his elves, and every adult received a \$10 Cass Pass gift card which can be used at local participating businesses. The Cassopolis Community Leader Scholarship awards two Ross Beatty High School graduates a \$1,000 scholarship each. Tap Takeovers implemented during Beach Bash and Rock the Block events generated over \$6,500 to local non-profit organizations in the Village.

We hope you will consider partnering with us. Every dollar of your donation helps Cassopolis continue to be an exceptional place for all!

Sincerely,

Cassopolis Main Street Committee

*Benjamin Anderson, David Johnson, Tonia Betty, Rick Drews,
Adam Dahlgren, Alexis O'Flynn, Tracy Mast, Dr. John Hayman*

Cassopolis Main Street • 121 N Disbrow, Cassopolis, MI 49031

CassopolisMainStreet@gmail.com • www.CassopolisMainStreet.com • @CassopolisMainStreet



Beach Bash - June 6th & 7th

This highly anticipated two-day event kicks off the summer with fun for everyone! Live music, beach fun, beer garden, food trucks, free kids area (petting zoo, inflatables, face painting, balloon animals, crafts, cotton candy and snow cones), vendor market, fireworks, and a drone show!



Christmas in Cassopolis - December 6th

This event will have you thinking you stepped into a Hallmark movie! Christmas in Cassopolis is filled with family friendly activities including an elf scavenger hunt, visits with Santa, presents for all kids, ornament decorating, hot coco, cookies/cupcakes, band performance, tree lighting ceremony, and a ridiculous amount of Christmas décor.



ORGANIZATIONAL REACH

Sponsoring Main Street events does more than support a vibrant, connected, and engaged community – it's a smart marketing move, too.



FACEBOOK: @CassopolisMainStreet
2024 REACH: 181,300
2024 CONTENT INTERACTIONS: 13,400



BEACH BASH
ATTENDEES: ~10,000 total



WEBSITE: CassopolisMainStreet.com
2024 WEBSITE VIEWS: 17,400
2024 WEBSITE VISITORS: 8,300



CHRISTMAS IN CASSOPOLIS
ATTENDEES: ~2,000

SPONSORSHIP LEVELS & BENEFITS

All donations are greatly appreciated! Sponsorship levels are a suggestion.
We are happy to customize a sponsorship package to fit your needs.

Sponsor Benefit	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Blue \$500	White \$250
Logo/name in Beach Bash drone show	X					
Logo/name on Beach Bash volunteer shirts	Large Logo	Medium Logo	Name			
Social media shout out	X	X	X	X		
Signage at all events	(2) 7x4 banners	7x4 banner	6x3 banner	Yard Sign	Shared Banner	
Logo/Name on Main Street website all year	Logo	Logo	Logo	Name	Name	Name
Certificate of recognition	X	X	X	X	X	X
Recognition window decal	X	X	X	X	X	X



2025 Cassopolis Main Street Sponsorship Form

Cassopolis Main Street is a Non-Profit 501(c)3 organization. Donations are tax exempt and can be filed under our tax identification number: 47-3437645.

Checks can be made out to 'Cassopolis Main Street.'

Online payment option: <https://cassopolismainstreet.square.site/>

Please send completed form to 121 N. Disbrow, Cassopolis, MI 49031 or email to cassopolismainstreet@gmail.com by **April 30th**.

Business name: _____

Contact name: _____

Contact phone number: _____

Email address: _____

Address: _____

Amount donated: _____

Thank You!!

