



# 2026 SPONSOR GUIDE

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





Cassopolis Main Street is a 501(c)(3) 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.

Each year, we bring the community together through fan favorite annual events while also creating new ways to attract visitors and support our local businesses and organizations. Your sponsorship helps make it all possible - allowing the community to enjoy unique experiences and create lasting family memories free of charge, ensuring all are welcome to attend and enjoy.

Beach Bash is the highlight of the summer for many, boasting fantastic live music, fireworks, and a drone show. The Free Kids Area is packed with highly anticipated fun including face painting, snow cones, cotton candy, inflatables, pony rides, petting zoo, crafts, and activities. During Christmas in Cassopolis children enjoy our growing Elf Scavenger Hunt, collecting Christmas goodies throughout downtown, meeting Santa, and joining a festive Carol Down Broadway to the lighting of the Village Christmas Tree.

We are thrilled to expand free community events this summer with live music every Thursday night and Movies in the Park every Friday night. With the completion of new improvements at Stone Lake Beach and the Pioneer Log Cabin area, we look forward to hosting even more events and creating even more reasons for families to gather and enjoy.

Since the Façade Grant Program began in 2020, over \$75,000 has been awarded to local businesses to improve and beautify downtown. Looking ahead, 2026 is shaping up to be an exciting year. In partnership with the Village of Cassopolis, Cassopolis Main Street secured \$700,000 in RAP grant funding, which will be used as a 50/50 matching program to help downtown businesses invest in façade and exterior improvements—continuing to strengthen our business community and enhance the heart of our Village.

Cassopolis Main Street proudly awards two \$1,000 Community Leader Scholarships each year to Ross Beatty High School graduates, with eight students benefiting thus far.

We hope you will consider partnering with us. Every dollar makes a difference and helps keep Cassopolis an exceptional place for all. It's going to be a great year, and we can't wait to have you be a part of it!

Sincerely,

Cassopolis Main Street Committee

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

# RETURNING FAVORITES

## Beach Bash - June 5th & 6th

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! This year we will also have a ribbon-cutting to celebrate the completion of Stone Lake Beach Phase 2.



## Rock the Block - July 18th & August 15th

Rock the Block brings neighbors and visitors alike out for live music, beer garden, food trucks, and beach fun.



## Christmas in Cassopolis - December 5th

This event will have you feeling like you've stepped straight into a Hallmark movie! Christmas in Cassopolis is filled with family-friendly fun, including Christmas crafts, hot cocoa, and cookies. Enjoy live music from the Ranger Jazz Band, then take part in an Elf Scavenger Hunt throughout downtown, where children can visit participating businesses and collect a host of fun Christmas surprises at every stop. Children can also whisper their secret Christmas wishes to Santa himself. The evening continues with a Christmas carol stroll down Broadway to the official lighting of the community Christmas tree. It's a cozy, cheerful celebration you won't want to miss!



# NEW EVENTS FOR 2026!

## Beachside Beats - Every Thursday this Summer

June 11, 18, 25 • July 2, 9, 16, 23, 30 • August 6, 13, 20, 27

Beachside Beats brings live music to the beach every Thursday evening! Relax by the water and enjoy a few hours of local live performers spanning all genres, every Thursday all summer long. Grab a blanket, bring your friends, and soak up the sounds of summer at the beach at Stone Lake.



## Beach Blankets & Blockbusters - Every Friday all Summer

June 12, 19, 26 • July 3, 10, 17, 24, 31 • August 7, 14, 21, 28 • September 4

Beach Blankets & Blockbusters is coming to Stone Lake Beach! New this year, Friday nights are all about family fun by the water. Bring your blankets, grab some popcorn from the Snack Shack, and settle in for a movie night the whole family will love. There's nothing better than watching a blockbuster under the stars with your toes in the sand—summer memories start here!



# 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**  
**2025 PAGE VIEWS: 373,915**  
**2025 POST ENGAGEMENT: 19,440**



**BEACH BASH**  
**ATTENDEES: ~10,000 total**



**WEBSITE: CassopolisMainStreet.com**  
**2025 WEBSITE VIEWS: 12,800**  
**2025 WEBSITE VISITORS: 5,900**



**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 \$15,000	Sapphire \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Blue \$500	White \$250
Logo/name in Beach Bash drone show	X						
Logo on Beach Bash Shirts for Sale	X	X					
Logo on Beach Bash Volunteer Shirts	X	X	X				
Name or Logo on 2026 Events Brochure	X	X	X	X			
Social Media Shout Out	X	X	X	X	X		
Banners at Events	(2) 7x4	7 x 4	6x3	Shared	Shared	Shared	
Name/Logo on Main Street website all year	Logo	Logo	Logo	Logo	Name	Name	Name
Recognition Window Decal	X	X	X	X	X	X	X
Certificate of Recognition	X	X	X	X	X	X	X



# 2026 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](mailto:CassopolisMainStreet@gmail.com) by **March 20th**.

**Business name:** \_\_\_\_\_

**Contact name:** \_\_\_\_\_

**Contact phone number:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Amount donated:** \_\_\_\_\_

## Thank You!!

