



First Annual "Southwest Michigan Egg Drop Event"

Saturday, April 11, 2020

SPONSORSHIP OPPORTUNITIES

Overflow Church is planning Southwest Michigan's first annual Egg Drop event for April 11, 2020! We know that there are 80,000+ people in Southwest Michigan that claim no faith affiliation and we want to get on their radar in a BIG WAY. This new annual event will feature a helicopter egg drop and more than 10,000 eggs filled with candy and prizes reaching our region. The day of the event will include food, beverages, inflatables, games, music, mascots, a helicopter and of course 10,000 eggs! This type of event has been done across the country and we are excited to give southwest Michigan its first opportunity. Check out this short video at a Chicago Egg Drop:

https://drive.google.com/file/d/1Pd7F8cCdDIETfMtWrxtvMgXqg0Dzev_y/view?ts=5ccb3036

What are our goals?

- To saturate the region with an awareness of the event (and our sponsors) reaching 50,000+ people.
- To have 2,000 attendees our first year and double it every year after for the next 3 years
- To move location from Overflow Church the first year to a local football stadium in year 2+
- To share Jesus' love, and joy, throughout the event and invite people to attend church on Easter
- To provide a unique website for the event (www.swmichiganeggdrop.com) that features our sponsors
- To raise \$10,000 with our first-year sponsors and donors to launch this exciting annual event

Will you join in helping us launch this unique event for southwest Michigan?

<u>Levels</u>	<u>Amount</u>	<u>You Will Receive:</u>
Gold	\$2,500	Logo listed on website, press releases, mailers, and social media, event day banner, program recognition, and a table the day of the event to represent your business.
Silver	\$1,000	Name listed on website and social media, program recognition, and event day banner
Bronze	\$500	Name listed on website and event day banner

PLEASE TEAR HERE

Southwest Michigan Egg Drop - Sponsorship Form

Contact Name: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone (Daytime): _____ **Phone (Evening):** _____

Email: _____

Sponsorship Level: _____ **Amount Enclosed:** _____

Please make all checks payable to Overflow Church and send to:
 Overflow Church, Attn: Egg Drop Sponsorship, PO Box 732, Benton Harbor, Michigan 49022

Overflow Church is a 501(c)3 non-profit organization and donations are tax deductible per IRS guidelines.