



**\*\*NEW VIP EXPERIENCE OFFERED AT KIF 2021\*\***  
**PLEASE READ BELOW AS OUR SPONSORSHIPS HAVE CHANGED.**

**KIF 2021**

The Board of Directors of the Mishawaka Business Association is hosting its 17th Annual Kamm Island Fest. This year's festival is scheduled for Wednesday, July 21st, 2021 from 5:00 p.m. to 9:30 p.m.

Kamm Island Fest is a staple of Mishawaka's summer entertainment season and draws upon the rich history of Kamm Island and the development of Mishawaka's River Walk. The goal of Kamm Island Fest is to highlight the offerings of locally owned businesses while providing a venue for 'direct to consumer' interaction with product/services of event sponsors and participants. A portion of the proceeds from the event are distributed to local civic and charitable groups and a portion is used to underwrite and develop on-going MBA activities. Kamm Island Fest is the main fundraiser for the MBA. Its success is key in supporting the MBA mission as a resource and advocate for the Association's members.

Unlike other summer events or festivals in Mishawaka, KIF is an adult only event. Admission to the island is limited to age 21 and over.

Here are several highlights from Kamm Island Fest 2021, Sponsored by **United Beverage**, **Budweiser** and new this year, we will also be featuring beer from one of our local breweries, **Evil Czech!**

1. **"Taste of Mishawaka."** An opportunity to experience the flavor of local restaurants. **Sponsored by Visit South Bend Mishawaka.**
2. **"Live Music"** The Fest will feature the music of **BLAMMO** and **The Grooveheads.**
3. **"Car Show"** showcasing a wide variety of classic cars. **Sponsored by Zolman's Best One Tire & Auto Care**
4. **"Art Show"** featuring local artists under the "Big Top!" **Sponsored by Lawson-Fisher Associates, P.C.**
5. **VIP Experience - Sponsored by Burns Special Events**

*Along with entrance into the VIP tent and its amenities, the VIP ticket holder also has a separate line for the bars and food vendors outside the VIP tent, so the benefit extends beyond the VIP tent. The only catch is the VIP tickets are limited, so you will want to secure yours early.*

The Kamm Island Fest Committee has designed several opportunities that will allow any business, no matter its size, to support the 2021 KIF. Our sponsorship packages start at \$100 and each level can be customized to meet your business needs.

To take advantage of one of the following sponsorship opportunities available to promote your business and be involved in the biggest event happening in Downtown Mishawaka, contact the Mishawaka Business Association office at 259-1833, sponsor through our website, [www.mishawakabusiness.org](http://www.mishawakabusiness.org) or email MaryLou Stevens at [director@mishawakabusiness.org](mailto:director@mishawakabusiness.org). We will be more than happy to discuss the possibilities with you.

Kamm Island Fest is the most anticipated event for ages 21 and over in the City. Along with The City of Mishawaka, Mayor Dave Wood, and the Mishawaka City Council & City Clerk, we hope you will support this premier event. Thank you in advance for your support and we'll see you on the island!

**Kindest Regards,**  
**Kamm Island Fest Committee**



**Corporate Sponsorship Opportunities**



Please check the appropriate box in the level that would best suit your needs and fill out the information form at the bottom of this page. Make checks payable to: Mishawaka Business Association. These sponsorships fill fast. Thank you for your support of the Mishawaka Business Association.

LEVEL	BENEFITS	LEVEL	BENEFITS
<b>Platinum Sponsor</b> <b>\$5,000</b> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>• Primary event branding recognition</li> <li>• Logo recognition on all marketing materials</li> <li>• Primary event recognition in all Ad/PR communications</li> <li>• Primary share of Radio/Print</li> <li>• Product placement opportunity</li> <li>• Exclusive to business category</li> <li>• Shared VIP tent with branding</li> <li>• 300 entrance tickets</li> <li>• <b>8 VIP tickets</b></li> </ul>	<b>Bronze</b> <b>\$500</b> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>• Logo/Brand recognition on large sign and promo materials including tickets</li> <li>• Recognition in program</li> <li>• Larger portion of sponsorship on 4' X 8' signage</li> <li>• 50 entrance tickets</li> </ul>
<b>Gold Sponsor</b> <b>\$3,000</b> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>• Secondary share of Radio/Print</li> <li>• Secondary branding for event promotion</li> <li>• Logo/brand recognition on select marketing materials</li> <li>• Product placement opportunity</li> <li>• Exclusive to business category</li> <li>• Shared VIP tent with branding</li> <li>• 200 entrance tickets</li> <li>• <b>6 VIP tickets</b></li> </ul>	<b>Business Patron</b> <b>\$250</b> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>• Recognition on large sign</li> <li>• Recognition in program</li> <li>• Larger portion of sponsorship on 4' X 8' signage</li> <li>• 30 entrance tickets</li> </ul>
<b>Silver Sponsor</b> <b>\$2,000</b> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>• Ticket/Information booth title sponsorship w/branding</li> <li>• Secondary share of TV/Radio/Print</li> <li>• Secondary branding for event promotion</li> <li>• Shared VIP tent with branding</li> <li>• Logo/brand recognition on promo materials</li> <li>• 100 entrance tickets</li> <li>• <b>4 VIP tickets</b></li> </ul>	<b>Individual Patron</b> <b>\$100</b> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>• Recognition on sponsor banner</li> <li>• Recognition on welcome signs</li> <li>• Name recognition on KIF page</li> <li>• 20 entrance tickets</li> </ul>
<b>Island Sponsor</b> <b>\$1,000</b> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>• Ticket/Information booth title sponsorship w/branding</li> <li>• Secondary share Radio/Print</li> <li>• Shared VIP tent with branding</li> <li>• Logo/brand recognition on promo material</li> <li>• 80 entrance tickets</li> <li>• <b>2 VIP tickets Art Show, Car Show, Kamm Island Lounge &amp; Stage, T-Shirt other sponsorships.</b></li> <li>• <b>Sponsorships Available on a First Come First Serve Basis (contact the office)</b></li> </ul>		

---

Contact Name Phone

---

Company Name and Address

---

Email Address