



Bay-Rama, Inc.  
P.O. Box 25  
New Baltimore, Mi 48047  
[www.bay-rama.com](http://www.bay-rama.com)

## **Bay-Rama Fishfly Festival 2026 Sponsorship Reelin' in 61 Years of Fun!**

The Bay-Rama Fishfly Festival is a fun-filled five-day event attended by over 80,200 people in downtown New Baltimore. We feature a large, clean midway, a Festival Tent with live entertainment, Miss Bay-Rama Queen's Pageant, Kids' Day Fun, a large fireworks display on the waterfront, a spectacular parade along Green Street, and much more!

Bay-Rama Inc. is an all-volunteer 501(c)(3) non-profit organization; your donations are tax-deductible!

We are Building a Better Community by giving back to the City of New Baltimore, the Anchor Bay Area, and its residents through donations, scholarships, and land developments, and by providing fun opportunities for the community. We have given over \$2,500,000 to the community in the past 61 years. Revenue from our Annual Fishfly Festival provides the funding needed for our projects. Our recent donations include the following:

- In 2012, Bay-Rama donated Festival Park to the city of New Baltimore.
- In 2016, Bay-Rama donated bleachers to Festival Park for all four ball diamonds.
- In 2018, Bay-Rama donated a beautiful playscape in Festival Park.
- In 2021, Bay-Rama donated \$10,000 towards a new playscape in Burke Park
- In 2024, Bay-Rama donated \$30,000 towards the Downtown speaker system
- Coming Soon... Comfort Station in Festival Park

You will find attached sponsorship options available for every budget. These include being mentioned in our program book, the sponsorship page on our website, and our social media. Thank you for your time, consideration, and continued support.

**For more information on the Fishfly Festival or how to join our committee, visit our website or social media!**

Please note that all signs and banners remain the property of Bay-Rama, Inc.

**AD SALES CLOSE MARCH 20th, 2026. Artwork is due no later than March 27th, 2026.**

***You may also want to consider having an entry in our parade to promote your business. This is free to our sponsors. Please see [www.bay-rama.com](http://www.bay-rama.com) for more information.***

**Contact Lisa Thomas - Bay-Rama Treasurer & Sponsorship Chair  
810-278-1890 / [lisa.edwards39@yahoo.com](mailto:lisa.edwards39@yahoo.com)**



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### **The 61st Annual Fishfly Festival**

Advertising in the FESTIVAL PROGRAM BOOK is a great way to highlight your business in our community. Over 10,000 programs are printed, distributed in all of our participating sponsors' places of business, and sent home with each elementary-aged child in the Anchor Bay School District. Program books are also delivered to area businesses from New Baltimore to Chesterfield, Fair Haven, Algonac, Richmond, and more.

**BONUS COVERAGE:** We will be featuring our Program Book online on our website and sharing it across our social media platforms. Our website receives over **25,000 views** during the week of the Festival, with top referrals from Google.

Full Page Ad.....7.75" W x 9.75" H.....\$600

1/2 Page Ad.....7.75" W x 4.875" H.....\$350

1/4 Page Ad.....3.875" W x 4.875" H.....\$250

*Please provide artwork in these acceptable high-resolution file formats:*

*EPS, JPEG, or PDF*

**Artwork fees for the program book are \$75 for new ads, with a \$25 fee for revisions to existing artwork.\***

***\*We must have the artwork on file in an editable format to make any quick revisions***

***Please submit all artwork to [Bayramainc@gmail.com](mailto:Bayramainc@gmail.com) by March 27th, 2026.***

### **SPONSORSHIP OPPORTUNITIES**

#### **GOLD SPONSOR - FESTIVAL TENT SPONSOR - \$10,000 - ONLY 1 AVAILABLE**

Exclusive premier signage will be displayed at the entrance/exit of the festival tent. Full-page ad in the event program\*, full street banner, top listed sponsor on the front page of the website, social media mentions with hotlinks to your company pages. VIP Access for 20 people for the fireworks show.

#### **SILVER SPONSOR - FIREWORKS SPONSOR - \$5,000 - ONLY 3 AVAILABLE**

Premier signage in the waterfront park during fireworks. Full-page ad in the event program, full street banner, logo on the front page of the website, and social media mentions with hotlinks to your company pages. VIP access for 10 people for the fireworks show.

#### **EVENT SUPPORTER - \$2,500**

Signage around the event midway. Half-page ad in the event program, full street banner, logo on the front page of the website, social media mentions with hotlinks to your company pages. VIP access for 6 people for the fireworks show.



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#### **BAND SPONSORSHIPS - \$500**

This is a 68" x 34" banner hung by the stage in the festival tent on either Thursday, Friday, or Saturday, depending on which band you choose to sponsor. VIP access for 4 people for the fireworks show.

#### **MISS BAY-RAMA QUEEN'S PAGEANT SPONSORSHIP - \$500**

A 48" x 24" sign advertising your business in the festival tent on Wednesday during the pageant, your company logo on the Pageant page of the Website, and social media mentions with hotlinks to your company pages.

#### **STREET BANNERS - \$325**

Street banners are a great opportunity to display your business name/logo along Green Street (M 29) for a minimum of 30 days. These two-sided banners are 30" x 80". Ad space is 30" W x 35" H.

#### **KID'S DAY SPONSORSHIP - \$250**

A 48" x 24" sign showing your support for this fun event in The Kid's Day Tent on Saturday. Your company logo on the Kids Day page of the Website, and social media mentions with hotlinks to your company pages.

#### **KID'S DAY PETTING ZOO SPONSORSHIP - \$250**

A 48" x 24" sign showing your support for this event on Saturday during Kid's Day at the Petting Zoo Tent.

#### **CORNHOLE TOURNAMENT SPONSORSHIP - \$250**

A 48" x 24" sign in the Festival Tent on Friday and Saturday. Your company logo on the Cornhole page of the Website, and social media mentions with hotlinks to your company pages.

#### **TENT SIGNS - \$150**

These 18" x 24" foam board signs are hung in the festival tent for all five days of the festival.

#### **\*NEW OPPORTUNITY\* - TREE LIGHTING SPONSORSHIP - \$500**

Join us for our Annual Tree Lighting Celebration on the first Monday of December, featuring a dazzling drone show, a visit from Santa, and free cookies and hot cocoa for all attendees. Includes logo placement on event materials and onsite signage, plus the option to host a vendor table.



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## Digital Ads

Adding a digital web banner on Bay-Rama.com gives you prominent visibility to thousands of local event-goers and community members, reinforcing brand awareness and engagement. It's an opportunity to showcase your support for a beloved event while connecting with a highly engaged audience.

**2025 Web Analytics: (May 1 - June 30) - Unique Visitors: 21,530 / Site Sessions: 32,168**

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### **Web Display Banner Ad - Homepage: \$500 (only 2 available)**

Showcase your brand with a vibrant display banner ad on the Bay-Rama 2026 homepage! Reach thousands of festival attendees and community members as they explore event details, ensuring your business stays in mind during this exciting celebration. 336 x 280 pixels, PNG format, provide URL link to add.

### **Event Specific Banner Ad - \$350**

For an additional \$350, sponsors can enhance their visibility with a web banner ad on the corresponding event page of our website. Available exclusively as an add-on for event sponsors, this premium placement connects your brand directly with engaged visitors exploring event details. 300 x 250 pixels, PNG format, provide URL link to add.

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### **Examples of Banner Ads:**



Large = Homepage Banner = 336 x 280 pixels

Medium = Event Specific Banner Size = 300 x 250 pixels



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**Please return the payment form below by mail, or you can fill out your information on this online form for easy submission:**

**[2026 Online Sponsorship Form Here](#)**

## **Bay-Rama Sponsorship Artwork Payment Form**

**Business/Organization Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

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

**Artwork Fee (please check one):**

- ☐ New Ad (\$75)
- ☐ Revision to Existing Ad (\$50)
- ☐ I will submit my own artwork

**Sponsorship Amount (from the list above): \$**\_\_\_\_\_

**Total Amount Enclosed: \$**\_\_\_\_\_

**Payment Method (please check one):**

- ☐ Check (payable to Bay-Rama, Inc.)
- ☐ Credit Card (please fill in below)

**Credit Card Information:**

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_