

BEERS AT THE BRIDGE

June 12 and August 14

2026

SPONSORSHIP & MARKETING OPPORTUNITIES



YOU'RE INVITED!

DON'T MISS THE OPPORTUNITY TO HELP SUPPORT THIS GREAT ADA TOWNSHIP TRADITION!

CONTACT :

Kevin Austin

Kaustin@adatownshipmi.com

616-920-7315 Ext 7335



TOWNSHIP DDA

BANNER SPONSORSHIP

\$250 for both events

20 spots available
June 12 | August 14

- **Electronic Logo/Banner displayed at Legacy Park via 50 sqft LED Video Wall**
(sponsor to provide file for display. Must be High resolution PNG or JPEG. NO PDF's)
- Logo and link on Ada Village BATB event page
- Social media mentions in recognition of Banner Sponsorship
- Listing of company on all promotional items (posters, shirts, banner)
- Listing of company on Fall Ada View recognition for sponsors
- Provided content for in-house promotions (by request)
- 6 Complimentary drink tickets

PROMO SPONSORSHIP

\$300 per event

8 spots available per event

June 12 | August 14

*Free for DDA Businesses

- **Exclusive opportunity to host a booth at events at the event.**
- Logo and link featured on Ada Village BATB event page
- Multiple social mentions in recognition of promo sponsorship
- Provide content for in-house promotions (by request)
- Listing of company on all promotional items (posters, shirts, banner)
- Listing of company on Fall Ada View recognition for sponsors
- 10'x10' on site event space *(Tent not included)*
- 6 Complimentary drink tickets

BATB provides the following included in your sponsorship fee for ALL EVENTS:

- Two 6' Tables
- Two Chairs
- Linens

CUP SPONSORSHIP

\$2,500 for both events

1 spot available

June 12 | August 14

- **Company logo displayed on 12oz Eco-Friendly cups dispersed during event**
- Logo and link on Ada Village Beers at the Bridge event page
- Multiple social mentions in recognition of Cup Sponsorship
- Provided content for in-house promotions (by request)
- Primary sized logo featured on all promotional items (poster, shirt, banner)
- Primary sized logo in Fall Ada View recognition of sponsors
- On-stage mentions during the event
- 12 complimentary drink tickets



For more information about sponsorship opportunities, please contact:

Kevin Austin, Kaustin@adatownshipmi.com

GRUB SPONSORSHIP

\$500 per event

*Free for DDA Businesses

8 spots available

June 12 | August 14

EXCLUSIVE OPPORTUNITY FOR FOOD VENDORS ONLY

- Opportunity to sell food during BATB events - sponsors will accept all payments for food
- Logo and Link on Ada Village BATB event page
- Multiple social mentions in recognition of Grub Sponsorship
- Provided content for in-house promotions (by request)
- Secondary sized logo on Fall Ada View recognition for sponsors
- Secondary sized logo on all promotional materials (poster, shirt, event banner)
- On-stage mentions during all events
- 8 complimentary drink tickets

BATB provides the following included in your sponsorship fee for ALL EVENTS:

- 10'x10' tent rental
- Health Department Fees (up to a \$188 fee)
- Two 6' Tables
- Two Chairs
- Linens

Drink Ticket Sponsor
\$2,000 for both events

1 spot available

June 12 | August 14

- Company logo will be displayed on all Drink tickets dispersed at the event.
- **Logo will default to black and must size well on tickets**
- Logo and link on Ada Village BATB event page
- Multiple social mentions in recognition of Ticket Sponsorship
- Provided content for in-house promotions (by request)
- Primary sized logo featured on all promotional items (poster, shirt, banner)
- Primary sized logo in Fall Ada View recognition of sponsors
- On-stage mentions during the event
- 10 complimentary drink tickets



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VOLUNTEER SPONSORSHIP

\$2,000 for both events

1 spot available
June 12 | August 14

The **Volunteer Sponsor** provides outreach to volunteers to help staff the Beers at the Bridge event in return for increased brand awareness during the 2026 Beers at the Bridge Summer Concert Series.

VOLUNTEER SPONSORSHIP:

Marketing the Beers at the Bridge volunteer opportunity through their communication networks while sourcing additional avenues for volunteer outreach to secure a minimum of 5 volunteers per event.

BATB RESPONSIBILITIES:

- Provide volunteer coordinator to manage volunteers during event
- Send roles and responsibilities to volunteers leading up to event day
- Provide volunteer t-shirts for BATB volunteers
- Provide 2 drink tickets per volunteer

THIS UNIQUE SPONSORSHIP INCLUDES:

- Full brand ownership of the volunteer sponsorship
- Logo and link on Ada Village BATB event page
- Social media mentions in recognition of the volunteer sponsorship
- Provided content for in-house promotions (by request)
- Primary sized logo on Fall Ada View recognition for sponsors
- Primary sized logo on all promotional materials (poster, shirt, event banner)
- On-stage mentions during the event
- Branded as the "Company Name" volunteers when marketing the event
- Branded 10x10 tent may be placed at volunteer space designated by BATB
(tent provided by sponsor)
- Promotion prior to the events with prominent exposure to attendees during event
- Volunteer t-shirts with design provided by BATB



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BEERS AT THE BRIDGE

June 12 and August 14

SPONSORSHIP AGREEMENT

ORGANIZATION OR COMPANY NAME:

WEBSITE:

SPONSORSHIP CONTACT:

EMAIL:

FULL ADDRESS (CITY, STATE, ZIP CODE):

PHONE:

PLEASE SELECT YOUR SPONSORSHIP

 BANNER SPONSORSHIP \$250 for both events

 PROMO SPONSORSHIP
\$300 per event (*Free for DDA Businesses)
\$600 for both events
____ June 12 ____ August 14

 CUP SPONSORSHIP \$2,500

 GRUB SPONSORSHIP \$500 per event
\$1,000 for both events
(*Free for DDA Businesses)
____ June 12 ____ August 14

 DRINK TICKET SPONSORSHIP \$2,000 FOR BOTH EVENTS

 VOLUNTEER SPONSORSHIP
\$3,000

Please Note:

- To have your company logo included on all promotional material, please confirm your sponsorship by **May 08, 2026!** ALL SPONSORSHIPS ARE NON-REFUNDABLE!
- Logo Specifications: Vector | .EPS | .AI | .PDF
- Banner Sponsorships should provide a High Resolution JPEG or PNG for clear display on the wall.

Rain/Cancellation Policy:

Beers at the Bridge will be held rain or shine on June 12 and August 14, 2026 from 6 pm - 9 pm In the event of extreme inclement weather, musical performances, beer sales & all other activities may be delayed until after the inclement weather has left the area. In the event of lightning the day of the event, due to liability, event organizers will cancel the event. All beer ticket sales and sponsorships are final. No refunds or exchanges will be permitted for any reason.

Please initial and sign below signifying you understand the rain/cancellation policy. _____

Liability Statement:

Sponsor agrees to hold Ada Township harmless for any loss, damage or legal liability related to all aspects of the event. Please initial and sign below signifying you understand the liability statement. _____

Authorized signature _____

Please return this form with payment by **May 08, 2026** to:

ATTN: Kevin Austin: Ada Township, 7330 Thornapple River Drive, PO Box 370, Ada, MI 49301

THANK YOU FOR YOUR SUPPORT!

**MAKE CHECKS
PAYABLE TO
ADA TOWNSHIP**

For more information about sponsorship opportunities, please contact:
Kevin Austin, Kaustin@adatownshipmi.com

BEERS AT THE BRIDGE

June 12 and August 14

2026 Corporate Sponsorship Opportunity

As a valued partner of Ada Village, we invite you to sponsor the 2026 Beers at the Bridge Summer Concert Series taking place on June 12 and August 14. These two family-friendly events are designed to encourage people of all ages to come together to celebrate Ada Village as a great place to live, work and play. Sponsorship provides great visibility for your business, with upwards of 3,000+ people in attendance for each Beers at the Bridge event.

Corporate Partner Sponsorship \$1,000 per event

Event Dates:
June 12 | August 14

This unique sponsorship includes:

- Your company banner displayed at the event.
- Logo and link on Ada Village Beers at the Bridge event pages
- Social media mentions in recognition of sponsorship
- Recognition in Fall AdaView Newsletter (*Distributed to over 4,000 Ada households*)
- Primary sized logo on all promotional material (poster, shirts, event banner)
- On-stage mentions at all events
- 12 complimentary beer tickets per event

ALL SPONSORSHIPS ARE NON-REFUNDABLE

CONTACT INFORMATION

ORGANIZATION OR COMPANY NAME:

WEBSITE:

SPONSORSHIP CONTACT:

EMAIL:

FULL MAILING ADDRESS (STREET, CITY, STATE, ZIP CODE):

PHONE:

Please return this form with payment by
May 08, 2026 to:

ATTN: Kevin Austin, Ada Township 7330
Thornapple River Drive PO Box 370, Ada, MI
49301



Sponsorship Level: _____

Amount: _____

Date(s): _____ June 12 _____ August 14

MAKE CHECKS PAYABLE TO ADA TOWNSHIP

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