







APRIL 27 Ladies Day Out
Historic Downtown Highland
Grab your girlfriends and join us for food, drinks and shopping.

MAY Founders Day Parade/Festival Veteran's Park Join us for Community Parade and Festival.

JUNE THRU AUG DIA Inside | Out Historic Downtown Highland Enjoy masterpieces from the Detroit Institute of Art's collection here on our streets.

Red, White and Blue Fireworks Festival/Craft Show John Street Field Enjoy live music, kid's activities, food trucks, craft show and a firework show at dusk.

JULY 19-20 Summer Sidewalk Sales
Historic Downtown Highland
Join the merchants of Downtown Highland for our annual sales event.

SEPT Michigan Downtown Days, FOOD FEST

Historic Downtown Highland
Sample signature menu items at restaurants around town and vote a winner.

1-31 Haunted Highland
Historic Downtown Highland
Enjoy skeletal selfies spots at Downtown Highland businesses.

NOV 12 Ladies Night Out
Historic Downtown Highland
Grab your girlfriends and join us for a night of food, drinks and shopping.

NOV 30 Small Business Saturday
Historic Downtown Highland
Support local, family-owned, small businesses with specials and discounts.

Festival of Trees
Historic Downtown Highland
Enjoy festive trees decorated along Milford and Livingston Roads.

Holiday Photo Spots
Historic Downtown Highland
Enjoy holiday displays around town for pictuures and selfies.

Veteran's Park Area, 5:00pm - 9:00pm

Join us for caroling and pictures with Santa, plus shop our Kris Kringle Market.







Dear Esteemed Local Business,

We extend a warm invitation for your business to become an integral part of our vibrant community through the Highland Downtown Development Authority's exciting lineup of special events and programs slated for 2024.

These highly anticipated programs offer an exceptional opportunity for your business to gain extensive exposure and foster direct connections with both Highland Township residents and visitors alike. Your involvement will result in impactful brand visibility across the community through a spectrum of marketing channels, including digital and printed publications, social media platforms, and prominent presence during our events.

To assist you in aligning your business goals with our offerings, we encourage you to peruse the details of our sponsorship programs and select the level of involvement that best suits your objectives.

Our comprehensive package is designed to streamline your budget and scheduling considerations for 2024, ensuring a seamless integration of these fantastic programs into your promotional strategy. Our proactive approach aims to minimize the number of solicitations you receive, allowing you to focus on the incredible opportunities at hand.

Exciting plans are already underway for new events on the 2024 special event calendar, and we are eager to collaborate with you. Should you wish to seize this unique opportunity, kindly complete the enclosed 2024 Sponsorship Commitment Form and the Sponsor Agreement page. You can return the documents via mail, email, or fax, using the details provided.

Act swiftly, as opportunities are limited! For any inquiries or clarifications, please reach out to us directly via email at highlanddda@gmail.com or by phone at 248-887-7200. We value your input and welcome any suggestions or ideas you may have regarding your participation in our events.

Join us in fortifying the community and elevating your brand presence!

Respectfully,

Missy Dashevich Executive Director

Highland Downtown Development Authority 205 W. Livingston Road Highland, Michigan 48357 248-887-7200 highlanddda@gmail.com

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## **AVAILABLE SPONSORSHIP OPPORTUNITIES**

SEASONAL EVENTS	
Sounds Like Summer Concert Series	.4
Highland Farmers' Market	
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COMMUNITY EVENTS	
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Founder's Day Parade	
Red, White and Blues Festival	. 7
Tree Lighting Ceremony	
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### **SOUNDS LIKE SUMMER**

Tuesdays, July 9 - August 20, 2024 7pm

\$2	\$50	\$10	000
4 A	CONTRIBUTING 4 AV	SUPPORTING 2A	PRESENTING
· ·			
Logo/link on DDA website event	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Township & DDA newsletter	$\checkmark$	$\checkmark$	$\checkmark$
Recognition on weekly social media post	$\checkmark$	$\checkmark$	$\checkmark$
Eblast to residents and businesses weekly	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Press Release/Local Distribution	$\checkmark$	$\checkmark$	$\checkmark$
Listed acordingly on event banner onsite	$\checkmark$	$\checkmark$	$\checkmark$
Booth/display opportunity on-site, 10'x10'	-	$\checkmark$	$\checkmark$
Logo on lawn sign, on location	-	$\checkmark$	$\checkmark$
Two (2) mentions during live event	-	$\checkmark$	$\checkmark$
Logo on banner, on location	-	-	$\checkmark$
Two (2) mentions during the event w/company bio	-	-	$\checkmark$
"Presented by" on advertising	-	-	$\checkmark$
Digital Outdoor Sign	-	-	✓
Recognition on Peachjar digital ad for schools	-	-	$\checkmark$
VIP seating for weekly concerts and reserved parking	-	-	✓

Be a **FRIEND** of our concert series for a \$100 donation and receive recognition on the DDA website and newsletter.

#### **DETAILS**



The Highland DDA will again host the "Sounds Like Summer" Concert Series at Veterans Park. Concerts feature a mix of musical styles to appeal to all ages ranging from blues, blue grass, rock, country, contemporary and oldies. Fun for the whole family!

This series attracts 350 to 550 people weekly.

#### **Donations Accepted:**

**Volunteers Needed:** Clean-up post concerts, retrieve signage **Payment:** Remit 50% deposit upon acceptance, with the balance due sixty (60) days before event.

### **FARMERS' MARKET**

Saturdays, June 15 - October 5, 2024 10am - 2pm

\$250	P/WK	\$500 4 AVAIL \$10	00
17WKS P	MUSIC	SUPPORTING 2 AV	PRESENTING
Logo/link on DDA & Market website	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Township & DDA newsletter	$\checkmark$	$\checkmark$	$\checkmark$
Recognition on weekly social media post	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Press Release/Local Distribution	<b>√</b>	<b>✓</b>	$\checkmark$
Listed acordingly on event banner onsite	$\checkmark$	$\checkmark$	$\checkmark$
Sign near performers sharing Music Sponsor	<b>√</b>	-	-
Booth/display opportunity on-site, 10'x10'		$\checkmark$	$\checkmark$
Logo on lawn sign, on location		$\checkmark$	$\checkmark$
Two (2) mentions during live event		$\checkmark$	$\checkmark$
Logo on banner, on location		-	$\checkmark$
Two (2) mentions during the event w/company bio		-	$\checkmark$
"Presented by" on advertising		-	✓
Digital Outdoor Sign		-	✓

#### **DETAILS**



The Highland DDA hosts the Highland Farmers' Market at Gateway Park. Market feature a mix of products to appeal to all, ranging from locally grown produce, fresh eggs, baked goods, crafts, hand-made jewelry/accessories, health, beauty and apothecary products, plants, fresh cut flowers, and more! Features live music weekly and special Market Days. See www.highlandfarmmarket.com for Market Days. Series attracts 200 to 400 people weekly, with 20-25 vendors.

#### **Donations Accepted:**

**Volunteers Needed:** Set Up, Clean Up, Run DDA Booth **Payment:** Remit 50% deposit upon acceptance, with the balance due sixty (60) days before event.

### **FOUNDERS DAY PARADE & FESTIVAL**

Saturday, May 18th, 2024 10am

\$50 4 AV	\$10	\$15	500
4 AV	CONTRIBUTING 2 AV	SUPPORTING	PRESENTING
Logo/link on DDA website event	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Township & DDA newsletter	$\checkmark$	$\checkmark$	$\checkmark$
Recognition on social media post	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Press Release/Local Distribution	$\checkmark$	$\checkmark$	$\checkmark$
Booth/display opportunity on-site, 10'x10'	$\checkmark$	$\checkmark$	$\checkmark$
Listed acordingly on event banner onsite	$\checkmark$	$\checkmark$	$\checkmark$
E-blast to residents and businesses	-	$\checkmark$	<b>√</b>
Digital Outdoor Sign	-	$\checkmark$	<b>✓</b>
Logo on lawn sign at event	-	$\checkmark$	<b>✓</b>
Mention during live event	-	$\checkmark$	<b>✓</b>
Include company bio in live event mention	-	-	$\checkmark$
Logo on banner at event	-	-	<b>✓</b>
Recognition on printed marketing materials	-	-	$\checkmark$
Recognition on Peachjar digital ad for schools	-	-	$\checkmark$
VIP seating for parade and reserved parking	-	-	✓

#### **DETAILS**



The Highland DDA will again host the Founder's Day Parade. The event kicks off with the annual parade, immediately following visit the FREE Kid's Zone with bounce house, pony rides, petting zoo, mini train rides, bike give-away, face painting, food trucks and even a vendor market for crafters. The Founders Day Parade attracts 750 to 1000 people annually.

**Donations Accepted:** pre-packaged candy, hand-held American Flags **Volunteers Needed:** parade floats, Set Up, Clean Up, Bounce House Supervisor

### **RED, WHITE & BLUES FESTIVAL**

Saturday, June 29th, 2024 5pm-11pm

\$50	\$10		
4 AV	CONTRIBUTING	SUPPORTING	PRESENTING
Logo/link on DDA website event	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Township & DDA newsletter	$\checkmark$	$\checkmark$	$\checkmark$
Recognition on social media post	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Press Release/Local Distribution	$\checkmark$	$\checkmark$	$\checkmark$
Booth/display opportunity on-site, 10'x10'	$\checkmark$	$\checkmark$	$\checkmark$
Listed acordingly on event banner onsite	$\checkmark$	$\checkmark$	$\checkmark$
E-blast to residents and businesses	-	$\checkmark$	$\checkmark$
Digital Outdoor Sign	-	$\checkmark$	$\checkmark$
Logo on lawn sign at event	-	$\checkmark$	$\checkmark$
Mention during live event	-	$\checkmark$	$\checkmark$
Include company bio in live event mention	-	-	$\checkmark$
Logo on banner at event	-	-	$\checkmark$
Recognition on printed marketing materials	-	-	
Recognition on Peachjar digital ad for schools	-	-	$\checkmark$
VIP seating for fireworks and reserved parking	-	-	✓

#### **DETAILS**



The Red, White & Blues Festival is our annual Independence Day celebration. Enjoy a day filled with live music, bounce house, face painting, food trucks, craft & vendor market. As the sun sets, our firework display lights up the night sky. The Red, White & Blues Festival attracts 3000 to 5000 people annually.

**Donations Accepted:** glow in dark items for kids

Volunteers Needed: Set Up, Clean Up

## TREE LIGHTING CEREMONY

Monday, December 2nd, 2024 5-9pm

\$50	\$10	\$15	500
4 AV	CONTRIBUTING 2 AV	SUPPORTING 2A	PRESENTING
Logo/link on DDA website event	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Township & DDA newsletter	$\checkmark$	$\checkmark$	$\checkmark$
Recognition on social media post	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Press Release/Local Distribution	$\checkmark$	$\checkmark$	$\checkmark$
Booth/display opportunity on-site, 10'x10'	$\checkmark$	$\checkmark$	$\checkmark$
Listed acordingly on event banner onsite	$\checkmark$	$\checkmark$	$\checkmark$
E-blast to residents and businesses	-	$\checkmark$	$\checkmark$
Digital Outdoor Sign	-	$\checkmark$	$\checkmark$
Logo on lawn sign at event	-	$\checkmark$	$\checkmark$
Mention during live event	-	$\checkmark$	$\checkmark$
Include company bio in live event mention	-	-	$\checkmark$
Logo on banner at event	-	-	$\checkmark$
Recognition on printed marketing materials	-	-	✓
Recognition on Peachjar digital ad for schools	-	-	✓
VIP seating for lighting and reserved parking	-	-	<u> </u>

### **DETAILS**



The Annual Downtown Highland Tree Lighting Ceremony is centered around family, community, and the joy of the holidays. Guests enjoy kid's choir, visits and photos with Santa, horse-drawn wagon rides, FREE popcorn and hot chocolate, tree lighting and shopping the Kris Kringle Vendor Market. The Tree Lighting Ceremony attracts 350 to 500 people annually.

Donations accepted\*: Crayola Markers, keepsake ornaments Volunteers Needed: Fire pit warming hubs Payment: Remit 50% deposit upon acceptance, with the balance due sixty

(60) days before event.

### **COMMUNITY EVENTS PACKAGE**

Highland Founder's Day • Red, White & Blues Festival • Tree Lighting Ceremony











#### **DETAILS**

Make a big impact with the Community Events Package. Sponsor all three (3) Community Events in 2024 for the best value! Silver and Gold sponsorship packages for The Founder's Day Parade, The Red, White & Blues Festival, and The Annual Tree Lighting Ceremony.

### LADIES' DAY OUT

Saturday, April 27th, 2024 10am - 5pm

FREE \$500 \$1000			
	PARTICIPANT	PHOTO SPOT	PRESENTING
Logo/link on DDA website event	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Township & DDA newsletter	$\checkmark$	$\checkmark$	$\checkmark$
Listing on Facebook event page	<b>✓</b>	$\checkmark$	$\checkmark$
Recognition on social media post	<b>✓</b>	$\checkmark$	$\checkmark$
E-blast to residents and businesses	<b>✓</b>	$\checkmark$	$\checkmark$
Recognition on printed marketing materials	$\checkmark$	$\checkmark$	$\checkmark$
Sponsor Photo Spot with logo	-	$\checkmark$	$\checkmark$
"Presented By" on advertising	-	-	$\checkmark$
Recognition on digital outdoor sign	-	-	√

#### **DETAILS**



Guests join the merchants of Downtown Highland for a day filled with special sales, freebies, photo spot and complimentary snacks & beverages at Ladies' DAY OUT.

#### **Donations Accepted:**

Volunteers Needed:

### **SUMMER SIDEWALK SALE**

Friday & Saturday, July 19-20th, 2024 All Day

FRE	\$50	\$10	00
	PARTICIPANT	SUPPORTING	PRESENTING
Logo/link on DDA website event	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Township & DDA newsletter	$\checkmark$	$\checkmark$	$\checkmark$
Listing on Facebook event page	$\checkmark$	$\checkmark$	$\checkmark$
Recognition on social media posts	$\checkmark$	$\checkmark$	$\checkmark$
E-blast to Highland residents and businesses	$\checkmark$	$\checkmark$	$\checkmark$
Recognition on printed marketing materials	$\checkmark$	$\checkmark$	$\checkmark$
Booth/display opportunity at Farmer's Market	-	$\checkmark$	$\checkmark$
Voting panelist for Sidewalk Chalk Competition	-	$\checkmark$	$\checkmark$
"Presented By" on advertising	-	-	
Recognition on digital outdoor sign	-	-	$\checkmark$

#### **DETAILS**



The Summer Sidewalk Sale kicks off at the Highland Farmers' Market! Guests start the day shopping the market and enjoying our very popular Sidewalk Chalk Competition. After, we encourage residents to grab some lunch and join the merchants of Downtown Highland for a day filled with special sales, freebies, and fun!

#### Donations Accepted:

Volunteers Needed:

### DOWNTOWN DAYS, FOOD FEST

Monday thru Sunday, Sept 16-22nd, 2024 All Week Long

FRE	\$50	\$10	
	PARTICIPANT	SUPPORTING	PRESENTING
Logo/link on DDA website event	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Township & DDA newsletter	<b>✓</b>	$\checkmark$	$\checkmark$
Listing on Facebook event page	<b>✓</b>	$\checkmark$	$\checkmark$
Recognition on social media posts	<b>✓</b>	$\checkmark$	$\checkmark$
E-blast to Highland residents and businesses	<b>√</b>	$\checkmark$	$\checkmark$
Recognition on printed marketing materials	<b>✓</b>	$\checkmark$	$\checkmark$
Booth/display opportunity at Farmer's Market	-	$\checkmark$	$\checkmark$
"Presented By" on advertising	-	-	$\overline{\hspace{1cm}}$
Recognition on banner at event	-	-	✓

#### **DETAILS**



Guests join restaurants of Downtown Highland for a week-long tasting of special menu items inspired by our history at participating restaurants. Guests dine out throughout the week sampling the special menu items and vote online for their favorites. The winner will be awarded the 2024 FOOD FEST Winner!

#### **Donations Accepted:**

Volunteers Needed:

### LADIES' NIGHT OUT

Tuesday, November 12th, 2024 4pm - 8pm

FRE	\$5	\$10	00
	PARTICIPANT	PHOTO SPOT	PRESENTING
Logo/link on DDA website event	$\checkmark$	$\checkmark$	$\checkmark$
Recognition in Township & DDA newsletter	$\checkmark$	$\checkmark$	$\checkmark$
Listing on Facebook event page	$\checkmark$	$\checkmark$	$\checkmark$
Recognition on social media post	$\checkmark$	$\checkmark$	$\checkmark$
E-blast to residents and businesses	$\checkmark$	$\checkmark$	$\checkmark$
Recognition on printed marketing materials	$\checkmark$	$\checkmark$	$\checkmark$
Opportunity to add to Swag Bags	$\checkmark$	$\checkmark$	$\checkmark$
Sponsor Photo Spot with logo	-	$\checkmark$	$\checkmark$
"Presented By" on advertising	-	-	$\checkmark$
Recognition on banner at event	-	-	$\sqrt{}$
Recognition on digital outdoor sign	-	-	✓

DOWNTOWN HIGHLAND



Guests join the merchants of Downtown Highland for an evening filled with special sales, freebies, goody bags, a photo spot, Vendor Market, and complimentary snacks & beverages at Ladies' NIGHT OUT.

**Donations Accepted:** grab bag swag **Volunteers Needed:** 

# DETROIT INSTITUTE OF ARTS INSIDE OUT 2024

This Summer

\$50	\$150	10
	SUPPORTING	PRESENTING
Logo/link on DDA website	$\checkmark$	$\checkmark$
Recognition in Township & DDA newsletter	$\checkmark$	$\checkmark$
Mention in Press Release	$\checkmark$	$\checkmark$
"Presented by" on advertising	$\checkmark$	$\checkmark$
Mention on social media post	$\checkmark$	$\checkmark$
Eblast to residents and businesses	$\checkmark$	$\checkmark$
Mention in Peachjar digital ad for schools	-	$\checkmark$
Booth/display opportunity on-site	-	$\checkmark$
Large logo on banner, on location	-	$\checkmark$
Extra large logo on banner, on location	-	$\checkmark$
Mention during live event	-	$\checkmark$
Mention during the event with company bio	-	✓
Mention on electronic sign	-	$\checkmark$

#### **DETAILS**



The Inside | Out program brings high-quality reproductions of the DIA's collection to outdoor venues to increase engagement between the museum and its diverse audience. Throughout the summer, we will be able to enjoy a number of reproductions outdoors clustered within walking or biking distance.

#### **Donations Accepted:**

Volunteers Needed: Run Sidewalk Games

### **FESTIVAL OF TREES**

Throughout December

\$45	PARTICIPANT \$15	PRESENTING
Tree and lights	<u> </u>	<b>√</b>
Recognition on DDA website	<u> </u>	✓
Recognition in Township & DDA newsletter	<u> </u>	✓
Mention on social media post	<b>√</b>	$\checkmark$
Eblast to residents and businesses		✓
Exposure on Facebook for voting		✓
"Presented by" on advertising	-	✓
Mention on electronic sign	-	✓
Sponsoor sign on Milford Road	-	✓

DOWNTOWN HIGHLAND



#### **DETAILS**

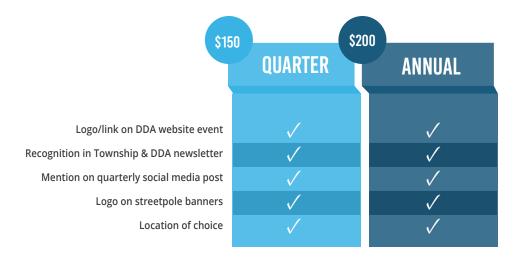
Our charming streets will soon be adorned with beautifully decorated Christmas trees, each sponsored by local businesses, organizations, and families in Downtown Highland's beloved Festival of Trees. This event allows you to showcase your business, creativity, and holiday spirit while spreading joy throughout the community. And don't forget to keep an eye on our Facebook page, where residents can cast their votes for their favorite tree, adding a dash of friendly competition to the festivities.

#### **Donations Accepted:**

#### Volunteers Needed:

### STREETPOLE BANNER PROGRAM

Year Round





#### **DETAILS**

Downtown Highlands Street Pole Banner Program provides a unique opportunity to showcase local community pride and support. By featuring vibrant banners along the bustling streets, residents and visitors alike can enjoy a visually appealing streetscape that celebrates the distinctive character and spirit of the downtown area, fostering a sense of unity and civic identity.

Payment: Remit payment sixty (60) days before scheduled display dates.

# THANK YOU TO OUR 2023 SPONSORS

Earth-n-Soul

Five Star Supply

Genisys Credit Union

Kristine Hartley Agency, Farmers Insurance

Maher Feed and Pet Supply

Michigan Billing Service

Milford Dental

Norm's Ice Cream

Ram Insurance

Rick Hamill,

Highland Township Supervisor

Szott Automotive Group

Vandrey Self Storage

Ziebart of Highland

### **PAYMENT SCHEDULE**

EVENT	EVENT DATE	<b>BALANCE DUE</b>			
Ladies' Day Out	April 27	Feb 27			
Founders' Day	May 18	March 18			
Red, White & Blues Festival	June 29	April 29			
Sounds Like Summer	June 15	April 15			
Summer Sidewalk Sale	July 19-20	May 19			
Downtown Days, Food Fest	Sept 16-22	July 16			
Ladies' Night Out	Nov 12	Sept 12			
Festival of Trees	Dec 1-30	October 1			
Tree Lighting & Kris Kringle Mark	Dec 2	October 2			
Streetpole Banner Sponsorship					
Quarter 1	Jan 1	Nov 1			
Quarter 2	April 1	Feb 1			
Quarter 3	July 1	May 1			
Quarter 4	Oct 1	Aug 1			

#### **DETAILS**

#### **DONATIONS**

Highland Township has a variety of events and programs that benefit from community donations. These donations help to enhance the quality of programs & events that we host. (Donors are recognized on the official event page and on a social media post made to Facebook.) You may find a link to the HDDA's Amazon wish-list **HERE**. https://www.amazon.com/hz/ wishlist/ls/19FBRJPYTS12E?ref\_=wl\_share



#### **VOLUNTEERS**

Our Community Events often require community volunteers. The volunteers help to keep the event moving smoothly. All volunteers are recognized on the official event page and a social media post made to Facebook. Please reach out to Missy Dasevich at the contact information below.

#### SPONSORSHIPS AND PAYMENTS

Sponsorship Applications should be remitted to the Highland DDA. Once it has been confirmed that the sponsorship you are interested in is available, you will be invoiced for a 50% deposit, with the balance due sixty (60) days in advance of the event.

The Highland DDA and partnering organizations reserve the right to cancel or change dates for an event for any reason. Although cancellations are unlikely, if one does occur, the sponsor will receive a credit for another event.

Approval of sponsorships shall be made within the sole discretion of the Highland DDA. The HDDA reserves the right to terminate any sponsorship at any time if, in the HDDA's sole discretion, continuation of the sponsorship is not in the best interests of Historic Downtown Highland.

#### **ARTWORK**

Please mail your logo in vector format to highlanddda.advertising@gmail.com. All logos are due at the time of registration.

#### **CONTACT INFO**

Email, Mail or Fax form to:

Highland DDA Attn: Missy Dashevich

205 W. Livingston, Highland, MI 48357

highlanddda@gmail.com office: 248.887.7200 fax: 248.887.1937

### SPONSORSHIP APPLICATION

Please check the boxes you intend to sponsor or participate in and submit to the Highland DDA office. Tiers fill up quickly, so be sure to submit as soon as you can! We will contact you to confirm availability, and provide you with an invoice for the 50% deposit, with the balance due eight (8) weeks prior to the event. Thank you for your continued support of Downtown Highland events!

HDDA 205 W. Livingston Road, Highland or email Missy Davenrich at highlanddda@gmail.com.

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MONETARY SPONSORS										
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ANNUALLY										
PARTICIPANT										
NON-MONETARY SPONSORS										
IN-KIND										
VOLUNTEER										

Name	
Company	
Phone	Email
Signature	Date
Office Only Date Submitted	Date of Invoices





Highland D.D.A. 205 W. Livingston Road Highland, Michigan 48357 248-887-7200 www.highlanddda.com