



**SPONSOR  
SOBER FEST  
MI 2026**

**Partner With Purpose.**

**2026**

**Visibility that challenges stigma.  
Impact that changes lives.**



# More Than a Festival. A Community Lifeline.



## Sober Fest MI 2026

A three-day recovery and community experience fueled by music, remembrance, inspiration, and connection.



## Accessible Support

Funding ensures financial barriers are removed so everyone can access vital connection and recovery support services.



## Year-Round Outreach

Powering continuous, life-saving community initiatives long after the festival ends through Sober Events and Outreach 419.



# The Power of Purpose-Driven Visibility



## Brand Visibility

Put your business in front of a deeply passionate, engaged regional audience.

## Authentic Alignment

Align your business with one of the most most authentic and community-driven movements in the region.



## Social Purpose

Help create a space where recovery is visible, stigma is challenged, and real people find connection.

# 2026 Sponsorship Tiers at a Glance



|                           | Vision<br>(\$5K)    | Presenting<br>(\$2.5K) | Pathway<br>(\$1K) | Advocate<br>(\$500) | Hope Builder<br>(\$250) | Supporter<br>(\$100) |
|---------------------------|---------------------|------------------------|-------------------|---------------------|-------------------------|----------------------|
| <b>On-Site Presence</b>   |                     |                        |                   |                     |                         |                      |
| Vendor Booth              | Prime               | Yes                    | Yes               | -                   | -                       | -                    |
| Speaking Segment          | Headline            | Yes                    | -                 | -                   | -                       | -                    |
| Event Signage/Banners     | Premium             | Major                  | Yes               | Yes                 | Yes                     | -                    |
| Registration Materials    | -                   | -                      | -                 | Yes                 | -                       | -                    |
| <b>Digital Visibility</b> |                     |                        |                   |                     |                         |                      |
| Website Billing           | Top                 | Top                    | Logo              | Logo                | Logo                    | Name Recognition     |
| Social Media              | Dedicated Spotlight | Dedicated Spotlight    | Promotion         | -                   | Weekly Mentions         | FB Thank You         |
| Email & App Promos        | Featured            | -                      | -                 | -                   | -                       | -                    |
| <b>Verbal Recognition</b> |                     |                        |                   |                     |                         |                      |
| Main Stage Mentions       | All Weekend         | -                      | Stage Mention     | Stage Mention       | -                       | -                    |





# The Vision Partner

**\$5,000 (Exclusive Top Tier)**

Lead the movement. Maximize your impact and receive VIP recognition as a foundational community partner.



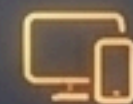
## The Stage

Opportunity for a speaking segment during headline programming, plus main stage verbal recognition throughout the entire weekend.



## The Space

Vendor booth space secured in the most prime location, accompanied by premium logo placement on banners and event signage.



## The Screen

Top billing on the website, flyers, and promotional campaigns, plus featured visibility in email promotions, the event app, and dedicated social spotlights.





# Driving the Weekend Forward

## Presenting Sponsor (\$2,500)

*Be a major force behind the weekend.*

- ✓ Speaking opportunity during the event.
- ✓ Major event banner placement.
- ✓ Top-tier logo placement on website and flyers.
- ✓ Social media sponsor spotlight.
- ✓ Vendor booth access.

## Pathway Partner (\$1,000)

*Strong visibility + direct community support.*

- ✓ Stage mention during programming.
- ✓ Event signage branding.
- ✓ Website logo inclusion.
- ✓ Social media promotion.
- ✓ Vendor booth access.





# Every Contribution Builds Hope

## Recovery Advocate (\$500)

*Support recovery while growing visibility.*

Includes website logo, event signage, stage mention, and materials on the registration table.

## Hope Builder (\$250)

*Show your support and join the mission.*

Includes website logo, event signage, and weekly social mentions.

## Community Supporter (\$100)

*A simple way to stand with recovery.*

Includes website recognition and a dedicated Facebook thank-you.



## In-Kind Donations Welcome

Gift cards, products, services, supplies, silent auction items, and practical support make Sober Fest possible. Recognition is provided based on the value and impact of the donation.



# Ready to Make an Impact?

Secure your sponsorship today and stand with the recovery community.



Robert Woldhuis



Sober Events



robert@soberevents.us



616-485-7119



Scan to partner with us.

Learn more about the festival at [soberfestmi.com](https://soberfestmi.com)

