



35th Annual Dyer Summer Fest

One Town Square

Dyer, IN 46311

Phone: (219) 865-2505

Email: dyersummerfest@townofdye.com

Dear _____,

On behalf of the Town of Dyer and the Summer Fest Committee, we would like to express our sincere gratitude for your continued support. Without your contributions, we would not be able to host this event.

We are pleased to invite you to become a valued sponsor of the 2026 Dyer Summer Fest, taking place from **June 11–14, 2026 at Central Park**, located at 900 Central Park Boulevard, Dyer, IN.

The 2025 festival was a tremendous success, drawing an estimated 20,000 attendees over the four-day event. We anticipate another outstanding year in 2026! The festival will feature regional and local musical acts, a diverse selection of food and craft vendors, carnival rides, midway games, and a spectacular fireworks display on Sunday night. For the second year in a row, Dyer Parks and Recreation will also host a Special Needs Children's Carnival Day on Saturday, June 13th.

Included with this letter are the available sponsorship opportunities. Any level of contribution is greatly appreciated. The popularity of the festival offers a unique opportunity to promote your business or organization while supporting a vibrant community event. Support from local businesses is essential to the continued success of the Dyer Summer Fest.

If you have any questions, please reach out to any committee member or contact Tim True at (219) 688-1298 or dyersummerfest@townofdye.com.

Thank you for considering this opportunity to support our community!

Sincerely,
2026 Dyer Summer Fest Committee



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SPONSORSHIP FORM

\$10,000 — Diamond Sponsor

- Top Billed Sponsor listed on all promotional banners & media
- Stage mentions w/ promotional messaging
- Sponsorship advertising cross promoted through digital media, radio and Fall 2026 Leisuregram
- VIP amenity package available

\$5,000 — Gold Sponsor

- Banner with large logo at front of stage
- Logo on festival signage & digital media
- Stage mentions
- Optional Sponsorship Opportunities: Shuttle Sponsor, First Responder Appreciation Sponsor, Scholarship Sponsor, Special Needs Carnival Sponsor

\$2,500 — Silver Sponsor

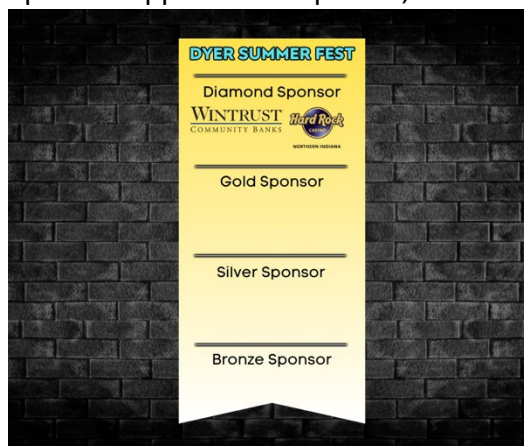
- Shared logo on signage
- Social media and banner advertising

\$1,000 — Bronze Sponsor

- Name & Logo listed on Banner & Digital media

\$500 — Friends of the Fest

- Name listed on Digital Media



Organization _____

Contact _____

Address _____

Email _____

Phone _____

Please make checks payable to: Town of Dyer (Memo: Dyer Summer Fest 2026)

Mail to:

Town of Dyer
c/o Parks & Recreation
1 Town Square
Dyer, IN 46311

High-resolution logos should be emailed to Dyersummerfest@townofdyer.com no later than **May 1, 2026**.