



EGR
**HARVEST
 + BEER**
FESTIVAL
 SATURDAY, OCTOBER 10, 2026

BECOME A VALUED COMMUNITY PARTNER

Be part of something special! Learn about sponsorship opportunities and how you can support these incredible community events.

GASLIGHT VILLAGE
 East Grand Rapids, Michigan

Holiday
TREE LIGHTING

**FRIDAY, NOVEMBER 28
 REGATTA PLAZA**



EAST GRAND RAPIDS
**SIDEWALK
 SOCIAL**

Wednesdays on Wealthy

**MAY 20 - SEPT. 16
 4PM - 9PM
 IN GASLIGHT VILLAGE**



**WEDNESDAY, AUG. 19
 5PM - 9PM
 IN GASLIGHT VILLAGE**

EGR
**HARVEST
 + BEER
 FESTIVAL**

**SATURDAY, OCT. 10,
 12PM - 6PM
 IN GASLIGHT VILLAGE**

I'm Andrew Grashuis, and I'm proud to serve as the chair of the EGR Harvest + Beer Festival on Saturday, October 10, 2026.

Having lived and worked in East Grand Rapids for over 20 years, with three children in the EGR school system, I remain deeply rooted in this vibrant and tight-knit community. When EGR received its designation as a social district, I saw a unique opportunity to build something lasting—an event that would unite neighbors, celebrate our local identity, and give back in meaningful ways.

Last year, we introduced family-friendly activities like pumpkin painting, scarecrow building, and a Kid Zones, paired with live music, craft beverages, and local food trucks. And most importantly, all proceeds benefit local causes through the EGR Community Foundation. This mission-driven approach remains central to everything we do.

For 2026, we're expanding our vision—and we'd love to invite you to be part of it.

This year, sponsors have the opportunity to support one, two, three, or all four signature community events:



Gaslight Village Holiday Tree Lighting

Friday, November 26 • Regatta Plaza



Sidewalk Social – Wednesdays on Wealthy



May 20 – September 16 • 4PM • 8PM in Gaslight Village



The Taste of East Grand Rapids

Wednesday, August 19 • 5PM • 9PM in Gaslight Village



EGR Harvest + Beer Festival

Saturday, October 10, 2026 • 12PM • 6PM in Gaslight Village

By sponsoring one or more of these events, your business will:

- Gain high-visibility exposure to diverse, engaged audiences
- Align with events that have a strong charitable mission
- Show meaningful support for community enrichment and youth involvement
- Be recognized as a committed partner in building a better, more connected EGR
- We've assembled a dedicated and experienced planning team, and we're aiming to grow each event and make an even bigger impact for local causes.

Thank you for considering a sponsorship opportunity with us. I would love to connect personally to discuss how we can align your brand with these impactful community experiences.

Warm regards,

Andrew Grashuis

Andrew Grashuis
The Andrew Grashuis Collection

Four incredible events. One incredible community.

Celebrating East Grand Rapids All Year Long

East Grand Rapids is proud to host four signature events that bring our community together throughout the year to celebrate, connect, and give back. Each event offers a unique experience while supporting local causes through the EGR Community Foundation.

GASLIGHT VILLAGE
East Grand Rapids, Michigan

Holiday
TREE LIGHTING

Gaslight Village Holiday Tree Lighting

Kick off the holiday season with a festive tree lighting ceremony, music, and activities for the whole family.
Friday, November 27 • Regatta Plaza



EAST GRAND RAPIDS
**SIDEWALK
SOCIAL**

Wednesdays on Wealthy

Sidewalk Social

A weekly summer concert series featuring live music, local shopping, dining, and community fun.
May 20 – September 16 • 4PM – 8PM in Gaslight Village



The Taste of East Grand Rapids

An evening of delicious bites, sips, and local flavor from EGR's finest restaurants and beverage providers.
Wednesday, August 19 • 5PM – 9PM in Gaslight Village

EGR
**HARVEST
+ BEER
FESTIVAL**

EGR Harvest + Beer Festival

Celebrate fall with craft beverages, local food trucks, live music, and family-friendly activities.
Saturday, October 10, 2026 • 12PM – 6PM in Gaslight Village

All proceeds from these events benefit local causes through the EGR Community Foundation.

SPONSORSHIP LEVELS

Support one event, multiple events, or all four!

	INDIVIDUAL EVENT SPONSORSHIP	ALL FOUR EVENTS SPONSORSHIP
 DIAMOND <ul style="list-style-type: none">• Premier logo placement• Exclusive recognition• Speaking opportunity• Year-round visibility• VIP benefits	\$7,500	\$25,000
 GOLD <ul style="list-style-type: none">• Prominent logo placement• Event recognition• Social media features• VIP benefits	\$5,000	\$17,500
 SILVER <ul style="list-style-type: none">• Logo placement• Event recognition• Social media mention	\$3,000	\$10,000
 BRONZE <ul style="list-style-type: none">• Name listing• Event recognition	\$1,500	\$5,000

All sponsor levels include recognition on our event websites and select promotional materials.

ABOUT THE EVENTS

These four signature events are designed to bring our community together throughout the year to celebrate, connect, and give back. Proceeds from the events benefit local causes through the EGR Community Foundation.



**HOLIDAY
FREE LIGHTING**



**SIDEWALK SOCIAL –
WEDNESDAYS ON
WEALTHY**



**THE TASTE OF EAST
GRAND RAPIDS**



**EGR HARVEST +
BEER FESTIVAL**

YOUR SUPPORT MATTERS



Your partnership helps strengthen our community and supports programs that make a real impact.

THANK YOU!

Together, we can continue building a vibrant, connected, and giving East Grand Rapids.

**THANK YOU FOR INVESTING IN
OUR COMMUNITY!**

Questions? Contact Andrew Grashuis at 616-291-4176 or andrew@agcollection.com

SPONSOR COMMIT

Company / Sponsor Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

(Please check one):

SPONSORSHIP LEVEL

INDIVIDUAL EVENT SPONSORSHIP

(Select Event)

- Holiday Tree Lighting - \$_____
- Sidewalk Social - Wednesdays on Wealthy - \$_____
- The Taste of East Grand Rapids - \$_____
- EGR Harvest + Beer Festival - \$_____

ALL FOUR EVENTS SPONSORSHIP

(Check One)

- Diamond - \$25,000
- Gold - \$17,500
- Silver - \$10,000
- Bronze - \$5,000

Payment Method: Invoice Me Check Enclosed

Credit Card (We will contact you)

Authorized Signature: _____

Date: _____

PLEASE RETURN COMPLETED FORM TO:

**EGR Community Foundation
750 Lakeside Dr. SE
East Grand Rapids, MI 49506**

