

SPRING & SUMMER EVENTS

EVENT	DATE	TIME
Savor the Shoreline	April 4 through May 4	All Month
Antiques on the Bluff	First Sunday of the Month—May through October <i>May 4, June 1, July 6, August 3, September 7, October 5</i>	10:00a-5:00p
Love Local Weekends	May 16-18, June 20-22, July 18-20, August 15-17, September 19-21	All Weekend
Memorial Day Parade	Friday, May 23	12:00p
St. Joe Farmers Market	Saturdays, May 24 through October 11	9:00a-2:00p
Lake Bluff Artisan Fair	Select Saturdays—May through August <i>May 31, July 19, August 16, August 30</i>	10:00a-5:00p
Wednesday Night Market	Wednesdays, July 2 through August 27	4:00p-8:00p
Wednesday Brown Bag Concert Series	Wednesdays, July 16 through August 27	12:00p-1:00p
Mike Yore Memorial Car Show	Friday, July 18	4:00p-8:00p
Friday Night Concert Series	Fridays, July 18 through August 29	7:00p-8:00p
Chalk the Block	Friday, August 1-Sunday, August 3	All Weekend
Fall Fest	Saturday, September 20	9:00a-2:00p



SAVOR THE SHORELINE

FRIDAY, APRIL 4 – SUNDAY, MAY 4, 2025
Downtown St. Joe & Benton Harbor Arts District

OVERVIEW:

Get a taste of Southwest Michigan as select restaurants in downtown St. Joe and the Benton Harbor Arts District offer specials during St. Joe Today's inaugural restaurant month celebration, Savor the Shoreline, held April 4 – May 4.

ANTIQUES ON THE BLUFF

FIRST SUNDAY OF THE MONTH—MAY THROUGH OCTOBER | 10:00a–5:00p
May 4, June 1, July 6, August 3, September 7, October 5
Downtown St. Joe, Lake Bluff Park

OVERVIEW:

Something old is new to you! Find hidden treasures in Lake Bluff Park at this premier antiques show that overlooks Lake Michigan. This event features over 50 vendors and runs the first Sunday of the month, May through October. Rain or shine.

SPONSORSHIP:

For premier event sponsorship opportunities, please contact Paul at director@stjoetoday.com. Premier sponsorship opportunities range from \$1,500–\$5,000 and include marketing, onsite presence and more!

LOVE LOCAL WEEKENDS

MAY 16–18, JUNE 20–22, JULY 18–20, AUGUST 15–17, SEPTEMBER 19–21 | All Weekend

Throughout Southwest Michigan

PARTICIPATION DEADLINES:

May Weekend—May 1; June Weekend—June 1; July Weekend—July 1;

August Weekend—August 1; September Weekend—September 1

OVERVIEW:

The third weekend of the month, May through September, celebrate all things Southwest Michigan during the Love Local Weekends! Attendees will enjoy extended shopping hours, Friday Night Concerts (select dates), the St. Joe Farmers Market, additional SJT and member events, special offers and more.

PARTICIPATION:

We encourage all members of any level, business type or geographic area to join us! Examples of participation could be, but are not limited to, the following: open during the event and/or offer extended hours, complimentary gift wrapping, new product promotion, featured menu item(s), giveaways, special promo/sales, pre-packaged treats for shoppers, free gift with purchase, etc. Email Daniele at daniele@stjoetoday.com or Carly at carly@stjoetoday.com to let us know you're participating so your business can be included in event marketing!

Downtown Members – the City of St. Joseph has agreed to waive the Sidewalk Amenities Policy on these weekends. If you plan to host sidewalk sales, please email Carly at carly@stjoetoday.com!

SPONSORSHIP:

For premier event sponsorship opportunities, please contact Paul at director@stjoetoday.com. Premier sponsorship opportunities range from \$1,500–\$5,000 and include marketing, onsite presence and more!

MEMORIAL DAY PARADE

FRIDAY, MAY 23 | 12:00p

Downtown St. Joe, Lake Boulevard

OVERVIEW:

Honor veterans who have served this great country and remember those who have sacrificed their lives to protect our freedom at the annual Memorial Day Parade. The parade will begin at the intersection of Lake Boulevard and Park Street. Attendees will be able to watch as the parade travels down Lake Boulevard and finishes at the John E.N. Howard Bandshell. Immediately following the parade, everyone is invited to a shore program at the bandshell. St. Joe Today is asking all veterans and active-duty military to consider joining the parade.

ST. JOE FARMERS MARKET

SATURDAYS, MAY 24 THROUGH OCTOBER 11 | 9:00a-2:00p
Downtown St. Joe, Lake Bluff Park

OVERVIEW:

Market-goers will enjoy fresh finds at the weekly St. Joe Farmers Market. Vendors will offer a variety of products including baked goods, locally grown produce, perennials and cut flowers, meats and cheeses, coffee and more! This event is held in scenic Lake Bluff Park, overlooking Lake Michigan.

SPONSORSHIP:

For premier event sponsorship opportunities, please contact Paul at director@stjoetoday.com. Premier sponsorship opportunities range from \$1,500-\$5,000 and include marketing, onsite presence and more!

LAKE BLUFF ARTISAN FAIR

SELECT SATURDAYS, MAY THROUGH AUGUST | 10:00a-5:00p
May 31, July 19, August 16, August 30
Downtown St. Joe, Lake Bluff Park

OVERVIEW:

This eclectic craft fair held in picturesque Lake Bluff Park offers a variety of handcrafted goods. With over 50 area vendors there's something for everyone—anything from home decor and furniture to jewelry, candles, soaps and more!

SPONSORSHIP:

For premier event sponsorship opportunities, please contact Paul at director@stjoetoday.com. Premier sponsorship opportunities range from \$1,500-\$5,000 and include marketing, onsite presence and more!

WEDNESDAY NIGHT MARKET

WEDNESDAYS, JULY 2 THROUGH AUGUST 27 | 4:00p-8:00p
Downtown St. Joe, Court Place Plaza (across from Silver Harbor Brewing)

OVERVIEW:

This event will feature a mix of artisans and farmers and their handcrafted goods + food/beverages. There's something for everyone—anything from home decor and furniture to jewelry, baked goods, candles, soaps and more!

SPONSORSHIP:

For premier event sponsorship opportunities, please contact Paul at director@stjoetoday.com. Premier sponsorship opportunities range from \$1,500-\$5,000 and include marketing, onsite presence and more!

WEDNESDAY BROWN BAG CONCERT SERIES

WEDNESDAYS, JULY 16 THROUGH AUGUST 27 | 12:00p–1:00p
Downtown St. Joe, John E.N. Howard Bandshell

OVERVIEW:

Enjoy free concerts Wednesdays at noon at the John E.N. Howard Bandshell. Bring your lunch and take a break from the daily grind.

SPONSORSHIP:

For premier event sponsorship opportunities, please contact Paul at director@stjoetoday.com. Premier sponsorship opportunities range from \$1,500–\$5,000 and include marketing, onsite presence and more!

MIKE YORE MEMORIAL CAR SHOW

FRIDAY, JULY 18 | 4:00p–8:00p
Downtown St. Joe, Lake Boulevard

OVERVIEW:

View the classic cars from days gone by as they line up along Lake Boulevard. Attendees will “cruise” along the bluff and enjoy timeless hits as they take in over 150 eye-catching vehicles in this charming lakeside town.

The Mike Yore Memorial Car Show is part of the July Love Local Weekend!

SPONSORSHIP:

For premier event sponsorship opportunities, please contact Paul at director@stjoetoday.com. Premier sponsorship opportunities range from \$1,500–\$5,000 and include marketing, onsite presence and more!

FRIDAY NIGHT CONCERT SERIES

FRIDAYS, JULY 18 THROUGH AUGUST 29 | 7:00p–8:00p
Downtown St. Joe, John E.N. Howard Bandshell

OVERVIEW:

Groove to the sounds of jazz, big band, classic hits and more at the John E.N. Howard Bandshell, overlooking the charming St. Joe River. Take in beautiful sunsets during these free weekly concerts.

SPONSORSHIP:

For premier event sponsorship opportunities, please contact Paul at director@stjoetoday.com. Premier sponsorship opportunities range from \$1,500–\$5,000 and include marketing, onsite presence and more!

CHALK THE BLOCK

SATURDAY, AUGUST 1 – SUNDAY, AUGUST 3 | All Weekend
Downtown St. Joe, Broad Street + Pleasant Street Plaza
BLOCK SPONSORSHIP DEADLINE: June 1 | SWAG BAG DROP OFF: July 15

OVERVIEW:

Summer is in full swing as artists take over Broad Street and the Pleasant Street Plaza in downtown St. Joe during Chalk the Block! Attendees can watch as both amateur and professional artists prepare their squares on Friday evening, work all day Saturday and enjoy the completed chalk masterpieces on Sunday. This family-friendly event showcases regional, national and international artists, using the quaint lakeside town as their backdrop.

PARTICIPATION:

SJT put together swag bags for the chalk artists each year to thank them for their participation! Any SJT member can donate items. We are asking for businesses to donate fifty-five (55) items (pens, key chains, incentives, sunglasses, etc.) to include in these bags. Email Carly at carly@stjoetoday.com to sign up! All items must be dropped off/ready for pick up by July 15.

SPONSORSHIP:

For premier event sponsorship opportunities, please contact Paul at director@stjoetoday.com. Premier sponsorship opportunities range from \$1,500–\$5,000 and include marketing, onsite presence and more!

FALL FEST

SATURDAY, SEPTEMBER 20 | 9:00a–2:00p
Downtown St. Joe, Lake Bluff Park
INTERACTIVE BOOTH SIGN-UP DEADLINE: August 15

OVERVIEW:

All ages are sure to have fun at this celebration of autumn! Attendees will enjoy the Critter Barn, Balloon Twisters, the Great Pumpkin Festival and more!

PARTICIPATION:

If your business or organization would like to host an interactive booth featuring a craft and/or activity table in Lake Bluff Park during the event, please email Daniele at daniele@stjoetoday.com or Carly at carly@stjoetoday.com to sign up! Limited space available.

SPONSORSHIP:

For premier event sponsorship opportunities, please contact Paul at director@stjoetoday.com. Premier sponsorship opportunities range from \$1,500–\$5,000 and include marketing, onsite presence and more!

EVENT INTEREST FORM

Below are ways to get involved and sponsor SJT events this season. Select the opportunities you're interested in and we will follow up with you for more details as soon as possible! First come, first serve.

LOVE LOCAL WEEKENDS

Daniele and/or Carly will reach out for your specific promotion/offer.

SIGN UP DEADLINES: May, 1, June 1, July 1, August 1, September 1

My business/organization would like to participate in a Love Local Weekend - **Free to participate**

☐ MAY 16-18 ☐ JUNE 20-22 ☐ JULY 18-20 ☐ AUGUST 15-17 ☐ SEPTEMBER 19-21

My business/organization would like to be a premier sponsor of a Love Local Weekend - **\$500/weekend**

☐ MAY 16-18 ☐ JUNE 20-22 ☐ JULY 18-20 ☐ AUGUST 15-17 ☐ SEPTEMBER 19-21

WEDNESDAY NIGHT MARKET

☐ My business/organization would like to be a premier sponsor of the 2025 season - **\$500 for season**

WEDNESDAY BROWN BAG CONCERT SERIES

My business/organization would like to be a premier sponsor of a Brown Bag Concert - **\$300/concert**

☐ JULY 16 ☐ JULY 23 ☐ JULY 30 ☐ AUGUST 6 ☐ AUGUST 13 ☐ AUGUST 20 ☐ AUGUST 27

FRIDAY NIGHT CONCERT SERIES

My business/organization would like to be a premier sponsor of a Friday Night Concert - **\$500/concert**

☐ JULY 18 ☐ JULY 25 ☐ AUGUST 1 ☐ AUGUST 8 ☐ AUGUST 15 ☐ AUGUST 22 ☐ AUGUST 29

CHALK THE BLOCK

☐ Yes, my business/organization would like to sponsor an individual block - **\$375/block**.
First come, first serve. **Please complete the attached form. DEADLINE: June 1.**

☐ Yes, my business/organization would like to donate to the chalk artist swag bags - **QTY: Fifty-five (55) items. DEADLINE:** All items must be dropped off/ready for pick up by July 15.

FALL FEST

☐ Yes, my business/organization is interested in hosting an interactive table - **Free to participate**.
Limited space available **DEADLINE:** August 15.

PREMIER EVENT SPONSORSHIPS

PREMIER EVENT SPONSORSHIPS— *Opportunities available throughout the year!*

☐ Please contact me, I would like to learn about larger sponsorship opportunities for SJT events. Ranging from \$1,500-\$5,000 these opportunities include marketing, onsite presence and more!

Premier sponsorship opportunities include events like, but not limited to, Antiques on the Bluff, St. Joe Farmers Market, Lake Bluff Artisan Fair, Mike Yore Memorial Car Show, Chalk the Block, Fall Fest and more!

CONTACT INFORMATION

BUSINESS NAME: _____

CONTACT NAME: _____

EMAIL: _____

PHONE: _____

Please return completed forms to St. Joe Today

OFFICE USE ONLY:

Date Received: _____

SJT Staff Initials: _____

Chalk the BLOCK

Friday, August 1 – Sunday, August 3
Downtown St. Joe

2025 Block Sponsor Form

DEADLINE: June 1, 2025

BUSINESS NAME: _____ **CONTACT NAME:** _____

EMAIL: _____ **PHONE:** _____

☐ **YES, I would like to be a Block Sponsor!**

\$375 (SJT Members) | \$475 (Non-Members)

SELECT ONE: ☐ Payment Enclosed ☐ Please Invoice Me

Your sponsorship benefits include:

- One (1) sponsored chalk square located in the event zone
- Name/logo recognition on-site (by the chalk block), on SJT website and Facebook page
- Business name listed as sponsor on Thank You banner displayed during event
- Recognition in MailMax event insert
- Business name listed in event press release

☐ **YES, I would like to donate to the Artist Swag Bags!**

QTY: 55 | ALL items must be dropped off/ready for pick up by July 15

SELECT ONE: ☐ I will drop off! ☐ I would like SJT to pick up!

PLEASE NOTE:

- St. Joe Today will provide, assign and communicate with artists.
- First come, first serve basis: one block per sponsor.
- NO THEME – all designs are artist's choice, as long as it's family friendly.
- NO ADVERTISEMENTS – billboards, company logos/store names, political endorsements and religious messages are not allowed. *Artist IDs will be taped next to the block and will feature **BOTH** the artist name and sponsor logo.*
- NO TEXT OR LOGOS – no text or logos are allowed in the design.

Sponsor Signature

Date