

# 2026 POUTINE WEEK SPONSOR GUIDE

MICHIGAN ST.  
**POUTINE  
WEEK**

## YOU PROVIDE THE SPONSORSHIP, WE BRING THE GRAVY!

Poutine Week is Grand Rapids' most joyfully chaotic, unexpectedly iconic food event — a 12-day celebration of creativity, community, and culinary chaos all centered around one dish: **poutine**.

What started as a quirky neighborhood competition has become a full-blown citywide experience. Restaurants go head-to-head with wild poutine creations. Thousands turn out to vote, taste, and crawl their way down Michigan Street. The trolley rolls through the district, social feeds light up with content, and local businesses thrive on the shared energy of something that feels bigger every year.

When you sponsor Poutine Week, you're not just backing a food event — you're joining a movement that brings people out, brings businesses together, and turns a simple dish into a destination.

**Let's build something legendary, one fry at a time.**



**9.16–9.27**

## Event Programming

### 13+ Bars & Restaurants

7 Monks | Friesian | Elbow Room | Bob's Bar  
Logan's Alley | Vander Mill Cider | Maggies  
Grand Coney | Kaffeine Place | Birch Lodge  
Dukes | American Legion | Taco Borracho  
... and more coming this year!

### The Impact

- **72.1M earned media** reach in 2025 (+1,371% over 4 years)
- **7,112 poutines sold in 2025**, (576% over 4 years)
- **100% of restaurants reported increased sales** and foot traffic every single year
- **9.875/10 participant satisfaction** (two years running)

**2025 Addy Award Winner —  
Integrated Advertising Campaign**

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## Sponsor Benefits

**\$20,000**  
Presenting Sponsor

**\$5,000**  
Supporting Sponsor

**\$1,500**  
Community Sponsor

**\$3,000**  
Trolley Sponsor

Your Name on the Logo!  
E.g. "Poutine Week: presented by [your company]"



Company logo & website link OR Listing on Poutine Week website

Prominent Logo + Link

Logo

Listing

Specific Thank You on Social Media

Featured Video



Mention in event press releases



Logo on Billboard



Logo on signage + printed materials



Name Only

Email Marketing Features



Logo on Trolley + Trolley Ad



Trolley Ad

Logo on back of Poutine Shirts



Sponsor the [Your Company Name] Poutine Trolley during Poutine Week! For two days, a trolley will run from Vander Mill Cider along Michigan Street with three stops on September 18 and 19 from 5-10pm. You'll get naming rights, your logo on the trolley, media and social mentions, plus the chance to ride, mingle, and throw a company party.

## \$250 Each

### Interior Trolley Ads

We've got 10 interior ad spots (11" x 17") inside the Poutine Trolley—seen by thousands of poutine lovers up and down Michigan Street. Make a fun ad, highlight your biz, and join the party!



**SPOTS ARE LIMITED!  
LOCK IN BEFORE AUG. 5**

Creative Assets Due: August 10, 2026

Questions? Email Sam at [samcarbaugh@mistreet.org](mailto:samcarbaugh@mistreet.org)

