



# Sponsorships 2017

June 15– July 27

Thursday Evenings in Downtown White Bear Lake

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## All Marketfest Sponsors receive the following:

- \* Business name included on the Marketfest Website w/hyperlink,
- \* Promoted on the Marketfest Facebook site,
- \* Use of Marketfest logo in promotions,
- \* Inclusion in Thank you advertisement within the White Bear Press.

### Plus Specific Sponsorships receive:

- Gazebo Stage Sponsor \*Premier – one exclusive sponsor all 7 weeks <Taken> \$3,000**  
Individual banner/sign displayed onsite as the Gazebo Stage all 7 weeks of Marketfest.  
Logo printed on promotional materials for event to include: Promotional Tab, Posters and schedules. Two (2) 12X12' Booth Area on-site during the day of event for 7 weeks of Marketfest.  
Announcement on stage as the sponsor of the Gazebo Stage throughout event.  
Name/banner advertisement on Cable channel broadcasts.  
Right of first refusal in subsequent year.
- 3<sup>rd</sup> Street Stage Sponsor \*Premier- one exclusive sponsor all 7 weeks <TAKEN > \$2,500**  
Individual banner/sign displayed at the Entertainment Stage as the area sponsor.  
Two (2) 12X12' Booth Area on-site during all 7 weeks of the event.  
Logo printed on promotional materials for event to include: Promotional Tab and Posters and schedules. Announcement on stage as the sponsor of the Entertainment Stage each week.  
Right of first refusal in subsequent year.
- Activity Zone Sponsorship \*Premier - one exclusive sponsor \$1,000**  
Individual banner/sign displayed at our Activity Zone area as a sponsor.  
One (1) 12X12' Booth Area on-site during all 7 weeks of Marketfest near Activity area.  
Right of first refusal in subsequent year.
- Musical Entertainment/Band Sponsor \*Premier- Gazebo Stage or 3rd St. Stage \$500 - 1,000**  
One exclusive Sponsor per night/per band. (Cost dependent on stage)  
Sign displayed in entertainment area as the entertainment sponsor. Name will appear on cable network broadcasts on the Gazebo stage.
- Theme Week Sponsorship one each week \$500**  
One (1) premier 12X12' Booth on-site during the theme week event near events.  
Individual signs and banners displayed on 4<sup>th</sup> Street area as sponsor. Name in all press releases related to the Theme Week during Marketfest 2017.  
Announcement on stage as the sponsor of the Week's Theme throughout event.  
Participation with planning of the theme week and during the event if desired.
- Week 1: Manitou Days - 50th Anniversary  
Week 2: WBL History  
Week 3: Health Fair  
Week 4: Kidz in Biz  
Week 5: Downtown WBL Business Showcase/Runway  
Week 6: Public Safety Fair  
Week 7: Resource Fair

**Classic Car Show Sponsorship**                      **up to 4 sponsors for the season**                      **\$350**  
Inclusion in signage located at 2 entrances of the Classic Car Show.  
Name in all press releases related to the Classic Car Show of Marketfest 2017.  
Name displayed on weekly souvenir dash plaques given to Classic Car Show participants.

**Petting Zoo Sponsorship**                      **One per week @ \$500 or \$2000 for exclusive sponsorship**  
Individual large sign displayed at our Petting Zoo area as the sponsor. One (1) 12X12' Booth Area on-site near Zoo during One (1) day of Marketfest or all weeks if exclusive sponsor. Name in all press releases related to Petting Zoo Area of Marketfest 2017.

**Community Sponsorship**                      **\$300**  
One (1) 12X12' Booth Area on-site during One (1) day of Marketfest.  
Name in all press releases related to Sponsors of Marketfest 2017.  
Included in Community Sponsorship sign on-site during Marketfest 2017 season.  
(Excludes Food Vendors)

**Poster Contest Sponsor**                      **One Sponsor**                      **\$200**  
Business logo placed on Marketfest poster and on website

**Friend/Supporter\*\*NEW!**                      **\$100**  
Name included in special sponsorship sign on-site during Marketfest.

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If interested in sponsorship packages or participation within Marketfest 2017, please contact our  
Marketfest Director – Deb Stender at [info@marketfest.org](mailto:info@marketfest.org) or 651.429.8537  
Or fill out the form below and send with check to: Marketfest -  
4701 Hwy 61, White Bear Lake, MN 55110

**Name:** \_\_\_\_\_

**Business:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Sponsorship/Contribution:** \_\_\_\_\_

**Website/URL:** \_\_\_\_\_

**Please email your logo to: [info@marketfest.org](mailto:info@marketfest.org)**

### **2017 Marketfest Committee**

Chair: Dale Grambush, Farmer's Insurance;  
Sandy Matzdorf, Main Street Inc. President & ReUSE Restyle;  
Bill Fousard, WB Country Inn/Rudy's Redeye Grill & Explore White Bear Lake;  
John Lupo, Grandma's Bakery & WBL Chamber of Commerce President,  
Shawn Smith, Eat @Banning & 5th, Kurt Hegland, WBL Resident

**Deb Stender, WBL Marketfest Director**