



Eagan July 4th Funfest 2017 Sponsor Benefits Summary

Sponsorship amount	10,000	5,000	2,000	1,000	500	250
Logo inclusion on promotional materials/media (button brochure/card, local & regional print media ads and web media campaigns)	√	√	√			
Logo inclusion on signage placed in relation to sponsored venue, event, service and/or item (i.e. Button, Stage)	√	√	√	√		
Community television spot and "Presenting Sponsor" banner placed at festival and parade	√					
Recognition during Funfest stage announcements	√	√	√			
Logo inclusion on Funfest event poster	√	√	√			
Logo and web link on Funfest web site	√	√	√	√	√	√
Logo inclusion on day-of-event signage	√	√	√	√	√	√
Complimentary parade unit entry	√	√	√	√	√	
Escorted banner to accompany your unit entry	√	√	√	√		
Festival space	20x10'	10x10'	10x10'	10x10'		
Sponsor appreciation Invitation for a date TBA	√	√	√	√	√	√
Information about Funfest volunteer opportunities	√	√	√	√	√	√
Plaque or token of appreciation	√	√	√	√	√	√
Funfest souvenir	√	√	√	√	√	√
VIP reserved seats for parade and fireworks	16	8	4	2	2	2
Funfest button and event poster	1+	1+	1+	1+	1	1
Complimentary carnival ride tickets	30	20	10	0	0	0



2015 Eagan July 4th Funfest Explanation of Benefits

Carnival ride tickets	Each ticket is good for one ride.
Community television spot	The Eagan TV organization partners with Funfest to create local advertising spots on ETV. Content and length of these spots to be mutually agreed upon.
Festival space	You may choose to interact with Funfest attendees face-to-face. A space is reserved for your organization, and all materials used to represent your organization are your responsibility. An application must be submitted prior to the deadline noted in the Sponsorship Agreement.
Funfest button and poster	A run of 1,000 buttons minimum. Sponsors will receive one button and one poster. Please note: additional buttons and posters will be provided upon request.
Logo inclusion on signage placed in relation to sponsored venue, event, service and/or item/product	Some sponsorships are specific to an event (i.e. marching band in the parade), venue (i.e. band stage), or product (i.e. commemorative button). Your company will be recognized via banner or logo on products.
Logo on Funfest web site	Your logo and a link to your web site will be available on the Funfest website within 60 days following commitment, and will remain there until the end of the calendar year.
Parade unit and banner	You may participate in the parade with a group to represent your organization. Parade rules apply and a parade unit application form must be submitted in the required timeframe as noted in the Sponsorship Agreement. A banner will be provided and escorted (unless waived) to accompany your unit in the parade.
Regional print, local print & web	Event promotions will include recognition by company logo and/or company name. Promotional opportunities have a submission of print copy deadline noted on the Sponsorship Agreement.