



December 15, 2009

Did you know that one of the largest craft fairs in the Twin Cities is held in one of your local communities? The 12th annual *Anoka Riverfest & Craft Fair* is fast approaching. This year the festivities take place on Saturday, July 10, and promise to be a full day of family fun, *and most of it is free.*

Anoka Riverfest & Craft Fair is a great way to showcase your business to potentially 15,000 people in just one day. What other promotion can give you that exposure?

The 2010 festival promises to be the most spectacular event of the year and we want to offer your business the chance to be involved. There are many ways to partner with *Anoka Riverfest & Craft Fair* to promote your business. In addition to the vast recognition your business will receive, there are also many bonuses involved with being a Riverfest sponsor.

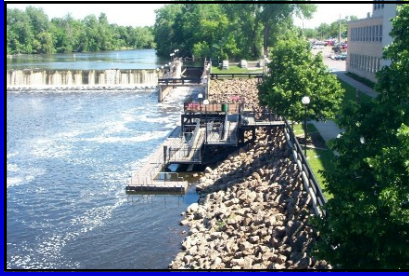
Please look over the enclosed informational package. If you have any questions regarding the sponsorship levels, please do not hesitate contacting me. If you see a sponsorship level that fits your business' needs please let me know as soon as possible as some sponsorship levels are limited. We are also willing to customize sponsorships to fit your business' needs.

We'd love to have you be part of this ever-growing event. Thank you in advance for considering *Anoka Riverfest & Craft Fair.*

Sincerely,

Linda McBride

Linda McBride
Coordinator of Festivals and Tourism
Anoka Area Chamber of Commerce
763/421-7130
Linda@AnokaAreaChamber.com



ANOKA Riverfest & Craft Fair

Executive Summary & Sponsorship Opportunities

Anoka Riverfest & Craft Fair, one of the largest summer craft events in the Twin Cities area, draws in crowds of 15,000+. With over 150 juried artisans and crafters featuring a variety of creative and original work, it is one the most popular craft shows of the season. You will find; jewelry, glasswork, pottery, paintings, woodwork, clothing and accessories, and much more.

Families can enjoy free riverboat rides, live music on three stages (including the Anoka Superstar Contest!), Bass Fishing Tournament, Ghost Tours with the Anoka County Historical Society and a variety of your favorite fair foods.



For more information contact:

Linda McBride
Coordinator of Festivals and Tourism
763-421-7130
linda@anokaareachamber.com



12 Bridge Square | Anoka, MN 55303 | (763)421-7130|



Event Details

*15,000+ people converge
from the entire Twin Cities area
for this one-day event.*

WHEN

**Saturday, July 10, 2010
from
9:00 a.m. to 5:00 p.m.**

WHERE

**Historic downtown Anoka
(the heart of the north metro),
with additional activities
along the Rum River.**

*Partner with one of the Twin Cities largest summer craft shows.
The Anoka Riverfest & Craft Fair draws up to
15,000 guests from the metro area.
Community sponsorship is vital to our continued success.*

PREMIERE SPONSOR—*Limited to one organization*

\$10,000

Benefits

- Our Premiere Sponsor is the **lead sponsor** on all marketing materials and advertising.
- A covered 10' x 10' booth space in a prime location. (This includes tent, tables & two chairs).
- Your logo on 3-20' banners displayed in prominent, high traffic areas including; Hwys. 169 & 10, and Main St., Anoka.
- Your logo featured on the front cover of the official festival *Vendor Directory*.
- Corporate logo featured on all main entrance signs and on-site signage.
- Inclusion on the official Anoka Riverfest & Craft Fair website. www.AnokaRiverfest.com
- Your corporate logo included in **all** advertising including:
 - **WCCO Radio**-exposure to 300,000 Listeners.
 - **ECM Publications**—(2 issues ea.) *Anoka Co. Shopper, Thisweek, & Elk River Star* newspapers- (distribution 200,000).
 - **Minneapolis Star Tribune**-distribution of 360,000.
 - 150 promotional posters and 1000 fliers.
 - Inclusion in 10,000+ fliers distributed on the day of the event.
- Your business' name will be featured in the July edition of the City of Anoka newsletter (distribution 9,100).



The deadline for your corporate logo is May 1, 2010.

EXECUTIVE SPONSOR

\$5,000

Benefits

- Our Executive Sponsor(s) will be recognized on **all** marketing materials and advertising.
- A covered 10' x 10' booth space in a high traffic area. (This includes tent, tables & two chairs).
- Your logo featured on the front cover of the official festival *Vendor Directory*.
- Corporate logo featured on all main entrance signs and on-site signage.
- Inclusion on the official Anoka Riverfest & Craft Fair website.
www.AnokaRiverfest.com
- Your corporate logo included in **all** advertising, including:
 - Your corporate logo included in **all** advertising including:
 - **WCCO Radio**-exposure to 300,000 Listeners.
 - **ECM Publications**—(2 issues ea.) incl. *Anoka Co. Shopper, Thisweek, & Elk River Star* newspapers- (distribution 200,000).
 - **Minneapolis Star Tribune**- distribution of 360,000.
 - 150 promotional posters and 1000 fliers.
 - Inclusion in 10,000+ fliers distributed on the day of the event.
 - Your business' name will be featured in the July edition of the City of Anoka newsletter (distribution 9,100).

MAIN PERFORMANCE STAGE SPONSOR

\$2,500

*The Main Performance Stage has different groups performing throughout the day.
The entertainment is enjoyable, and it is a pleasant place to sit and relax.*

Benefits

- Our Main Performance Stage Sponsor(s) will be recognized on **all** marketing materials and advertising.
- You will receive a covered 10' x 10' booth space in a high traffic area. (This includes tent, tables & two chairs).
- Corporate logo featured on all main entrance signs and on-site signage.
- Inclusion on the official Anoka Riverfest & Craft Fair website.
www.AnokaRiverfest.com
- Your corporate logo included in **all** advertising including:
 - **WCCO Radio**-exposure to 300,000 Listeners.
 - **ECM Publications**—(2 issues ea.) *Anoka Co. Shopper, Thisweek, & Elk River Star* newspapers- (distribution 200,000).
 - **Minneapolis Star Tribune**- distribution of 360,000.
 - 150 promotional posters and 1000 fliers.
 - Inclusion in 10,000+ fliers distributed on the day of the event.
- Your business' name will be featured in the July edition of the City of Anoka newsletter. (distribution 9,100).

OFFICIAL SPONSOR

\$2,000

Benefits

- As an Official Sponsor you will receive a covered 10' x 10' booth space in a high traffic area. (This includes tent, tables & two chairs).
- Your corporate logo featured on all main entrance signs and on-site signage.
- Inclusion on the official Anoka Riverfest & Craft Fair website. www.AnokaRiverfest.com
- Your logo on 150 promotional posters and 1000 fliers.
- Your business' name will be featured in the July edition of the City of Anoka newsletter (distribution 9,100).
- Inclusion in 10,000 + special fliers distributed on the day of the event.

The deadline for your corporate logo is May 1, 2010.

INFORMATION BOOTH SPONSOR—*Limited to 2 organizations* **\$1,000**

*The Information Booths are a central source of activity.
Upwards of 15,000 people have the opportunity to use this resource area.*

- As the Information Booth Sponsor your corporate logo will be featured prominently on the information booth.
- Corporate logo featured on all main entrance signs and on-site signage.
- Inclusion on the official Anoka Riverfest & Craft Fair website.
www.AnokaRiverfest.com
- Your logo on 150 promotional posters With exposure to 20,000+ people.
- Inclusion in 10,000 + special fliers distributed on the day of the event.

ANOKA SUPERSTAR SPONSOR **\$1,000**

Anoka's own 'Idol' competition declares winners upon audience approval.

- As the Anoka Superstar Sponsor your corporate logo will be featured prominently at the location of the competition.
- Corporate logo featured on all main entrance signs and on-site signage.
- Inclusion on the official Anoka Riverfest & Craft Fair website.
www.AnokaRiverfest.com
- Your logo on 150 promotional posters and 1000 fliers.
- Inclusion in special fliers distributed the day of the event-distribution 10,000+.

PARTICIPATING SPONSOR **\$1,000**

- As the Participating Sponsor your corporate logo will be on pointed advertising pieces and at the event site.
- Corporate logo featured on all main entrance signs and on-site signage.
- Inclusion on the official Anoka Riverfest & Craft Fair website.
www.AnokaRiverfest.com
- Your logo on 150 promotional posters and 1000 fliers
- Inclusion in 10,000+ special fliers distributed on the day of the event.

RIVER BOAT RIDE SPONSOR **\$1,000**

The pontoon rides on the Rum and Mississippi Rivers are one of our most popular events.

- As the River Boat Sponsor, your corporate logo will be on every pontoon boat (4-6 boats) and at the dock where the passengers board.
- Corporate logo featured on all main entrance signs and on-site signage.
- Inclusion on the official Anoka Riverfest & Craft Fair website.
www.AnokaRiverfest.com
- Your logo on 150 promotional posters and 1000 fliers.
- Inclusion in 10,000 + special fliers distributed on the day of the event.

VOLUNTEER T-SHIRT SPONSOR **\$500**

*This event would not take place without the tireless efforts of our volunteers.
They are easily recognized with their bright-colored t-shirts.*

- Your corporate logo will be prominently featured on the back of all volunteer t-shirts.

The deadline for your corporate logo is May 1, 2010.



Sponsorship Commitment Form

I would like to showcase my business by sponsoring
Anoka Riverfest & Craft Fair at the following level:

- | | |
|---|----------|
| <input type="checkbox"/> Premiere Sponsor— <i>Limited to one organization</i> | \$10,000 |
| <input type="checkbox"/> Executive Sponsor | \$ 5000 |
| <input type="checkbox"/> Main Performance Stage Sponsor | \$ 2500 |
| <input type="checkbox"/> Official Sponsor | \$ 2000 |
| <input type="checkbox"/> Information Booth Sponsor | \$ 1000 |
| <input type="checkbox"/> Anoka Superstar Sponsor | \$ 1000 |
| <input type="checkbox"/> Participating Sponsor | \$ 1000 |
| <input type="checkbox"/> River Boat Ride Sponsor | \$ 1000 |
| <input type="checkbox"/> Volunteer T-Shirt Sponsor | \$ 500 |

Business or Sponsor name: _____

Business Address: _____

Contact Name: _____ Email Address: _____

Phone #: _____ Business Phone #: _____ Fax #: _____

Credit Card (VISA/MC) #: _____ Exp. Date : ___/___

Yes, I would like my corporate logo used on advertising materials.

Only applicable with some sponsorships.

Deadline for logo submission is May 1, 2010.

Please submit completed application to:

Anoka Area Chamber of Commerce
Attn: Linda McBride
12 Bridge Square
Anoka, MN 55303
763-421-7130