



*Celebrate 30+ years of Marketfest!*

**Thursdays, July 1 - August 5, 2021**

**6-9 pm**

**Downtown White Bear Lake**

*April 2021*

*RE: Marketfest 2021 business promotional opportunity*

Dear community partner,

We are now seeking sponsors for Marketfest 2021. Sponsoring our festival is a great way to support our community gathering while promoting your business! There are many sponsorship opportunities to consider – see the enclosed attachment for more details.

**Here are a few quick facts about Marketfest:**

- ➔ Marketfest is spread out over several blocks of beautiful, historic Downtown White Bear Lake! Approximately 3,000 – 5,000 people attend each week.
- ➔ There is live music on two stages every Thursday featuring popular local bands & community performances.
- ➔ Downtown stores and restaurants are open for business, and there are 150+ street vendors (arts & crafts, merchants, nonprofits) who participate each week.
- ➔ The popular Classic Car Show is held on 4th Street between Banning & Cook.
- ➔ It's a family-friendly event, with popular kids attractions including a pony rides, a climbing wall, carnival games, face painting, and more!
- ➔ There are weekly themes & events including Business Runway, Public Safety Week, Environmental Resource Fair, History Week/Cake Walk, and more!

I hope you will consider supporting and participating in this wonderful community event! If you are interested in being a vendor instead, please visit [www.marketfestwbl.com](http://www.marketfestwbl.com) for more information and to apply online!

With sincere thanks,

Lisa Beecroft  
Marketfest Director  
651-429-8537



# 2021 Sponsorship Opportunities

	<ul style="list-style-type: none"> <li>• Exclusive Sponsor all 6 weeks</li> <li>• Sponsor banner displayed at the Gazebo Stage all weeks of Marketfest</li> <li>• Logo in Marketfest promotions (poster, White Bear Press, website, social media)</li> <li>• Two (2) 12X12' booths all 6 weeks of Marketfest</li> <li>• Recognition announcements each week during Gazebo stage performances</li> <li>• Banner advertisement on SCC Cable channel broadcasts</li> </ul>	<b>\$3,000</b>
<b>3rd Street Stage Sponsor</b>	<ul style="list-style-type: none"> <li>• Exclusive Sponsor all 6 weeks</li> <li>• Sponsor banner displayed at the 3rd Street Stage all weeks of Marketfest</li> <li>• Logo in Marketfest promotions (poster, White Bear Press, website, social media)</li> <li>• Two (2) 12X12' booths all 6 weeks of Marketfest</li> <li>• Recognition announcements each week during 3rd Street Stage performances</li> </ul>	<b>\$2,500</b>
<b>Kids Activity Sponsor</b>	<ul style="list-style-type: none"> <li>• Exclusive Sponsor all 6 weeks</li> <li>• Sponsor banner displayed in the Kids Activity Zone all 7 weeks of Marketfest</li> <li>• Logo in Marketfest promotions (poster, White Bear Press, website, social media)</li> <li>• One (1) 12X12' Booth Area on-site in the Activity Zone all 6 weeks of the event</li> </ul>	<b>\$1,000</b>
<b>Theme Week Sponsor</b> (\$500 per week)	<ul style="list-style-type: none"> <li>• Participation in the planning of the theme week (optional)</li> <li>• Included in Marketfest promotions (White Bear Press, website, social media)</li> <li>• Sponsor banner/signage displayed on 4th Street during the theme week</li> <li>• One (1) 12X12' Booth Area on 4th Street during the theme week sponsored</li> </ul> <hr/> <p> <b>July 1</b> - Manitou Days Kickoff &amp; Kiddie Parade  <b>July 8</b> - White Bear Lake History &amp; 30th Bday Party Cake Walk (PENDING)  <b>July 15</b> - Public Safety &amp; Health PENDING  <b>July 22</b> - Biz Kids/Seniors  <b>July 29</b> - Business Runway  <b>August 5</b> - Environmental Resource Expo (PENDING)           </p>	<b>\$500 per week</b>
<b>Entertainment Sponsor</b>	<ul style="list-style-type: none"> <li>• One sponsor per band, per week at the Gazebo or 3rd Street Stage</li> <li>• One (1) 12x12' Booth Area by stage</li> <li>• Included in Marketfest promotions (White Bear Press, website, social media)</li> <li>• Name/logo listed on sponsor banner at the stage</li> <li>• Banner advertisement on SCC Cable channel broadcast (Gazebo only)</li> </ul>	<b>\$500-\$1000</b>
<b>Classic Car Show Sponsor</b> (up to 3 sponsors)	<ul style="list-style-type: none"> <li>• Featured on signage located at both entrances of the Classic Car Show</li> <li>• Logo in Marketfest promotions (White Bear Press, website, social media)</li> <li>• Name on weekly souvenir dash plaques given to car show participants</li> <li>• One (1) 12X12' Booth Area on-site all 7 weeks of the event (optional)</li> </ul>	<b>\$350</b> (no booth) <b>\$450</b> (booth)
	<ul style="list-style-type: none"> <li>• Artwork advertised and displayed at location of choice during Marketfest season</li> <li>• Logo in Marketfest promotions (Poster, White Bear Press, website, social media)</li> </ul>	<b>\$300</b>
<b>Community/Friend Sponsor</b>	<ul style="list-style-type: none"> <li>• Included in Marketfest promotions (White Bear Press, website, social media)</li> </ul>	<b>\$250-100</b>
<b>Other Sponsorship</b>	<ul style="list-style-type: none"> <li>• Included in Marketfest promotions (White Bear Press, website, social media)</li> </ul>	<b>\$ -</b>



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## Sponsorship Form

If you are interested in becoming a Marketfest sponsor, please contact Lisa Beecroft at [info@marketfestwbl.com](mailto:info@marketfestwbl.com) or 651-429-8537.

You can fill out this form either electronically and email to [info@marketfestwbl.com](mailto:info@marketfestwbl.com) OR print & fill out form and send with check to: **Marketfest, 2150 3rd Street #4, White Bear Lake, MN 55110**

Your First, Last Name: \_\_\_\_\_

Sponsor Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email (required): \_\_\_\_\_

### Desired Sponsorship Package: (check box)

Grand Stage Sponsor  
**SOLD**  
\$3,000

3rd Street Stage Sponsor  
\$2,500

Kids Activity Sponsor  
\$1,000

Theme Week Sponsor  
\$500

Entertainment Sponsor  
\$500 - \$1000

Classic Car Show Sponsor  
\$350 (no booth)

Classic Car Show Sponsor  
\$450 (booth)

Local Artwork Contest Sponsor  
**SOLD**  
\$300

Community/Friend Sponsor  
\$250 - \$100

Other Sponsorship  
Amount: \$ \_\_\_\_\_

