



Eagan July 4th Funfest Explanation of Benefits

Exclusivity	Exclusivity is granted to \$5,000 and higher sponsorship funding levels. The event has an exclusive presenting sponsor, exclusive relationships are offered for each type of media, and several exclusive venue or product sponsorships are also available.
ETV Spot	The Eagan TV organization has offered to partner with Funfest to create local advertising spots on ETV. This program is still in development. Content and length of these spots to be mutually agreed upon.
Regional Print, Local Print & Web	Event promotions will include recognition by company logo and/or company name. Most promotional opportunities have a payment submission and print copy deadline of March 15 th .
VIP Lanyard	Anyone presenting a Funfest VIP Lanyard will be granted access to reserved seating space at parade and fireworks, reserved parking and shuttle service to parade viewing area, and refreshments.
Parade Unit, Banner and Parade Banner Escorts	You may participate in the parade with a group to represent your organization. A banner will accompany your unit in parade. While your organization is welcome to provide two individuals to carry your banner in the parade, Funfest will supply escorts if requested.
Venue Banner/ Product Logo	Some sponsorships are specific to an event (marching band in the parade), venue (band stage), or product (volunteer tee shirts). Your company will be recognized via banner or logo on products.
Festival Space	You may choose to interact with Festival attendees face-to-face. A space is reserved for your organization, and all materials used to represent your organization are your responsibility.
Appreciation Plaque	A plaque or certificate will be supplied to your organization. Plaque or certificate style will be based on sponsorship level.
Carnival Ride Tickets	Special sponsor tickets, where each ticket is good for one ride (no matter how many ride tickets are required), will allow you and your family members to enjoy the carnival rides.
Buttons and Button Booklets	A button matching our theme is attached to a booklet filled with coupons for local merchants. You may choose an advertisement or coupon for your organization. Inclusion may be offered in our list of event sponsors. You will also receive buttons and coupon booklets to distribute to your staff.
Posters/Postcards	Event promotion includes distribution of posters and postcards to local merchants and companies. Your organization may be recognized on these materials, and you'll receive a poster to display in your space to alert your employees and patrons of your involvement.
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.
Volunteer Opportunities	By providing a contact point in your organization, our Volunteer Coordinator will help keep your organization advised of opportunities for involvement in the planning of the event or to play a role in the success of the event during operation.