



SHAKOPEE DERBY DAYS

Creating and celebrating community pride since 1988

A 501(c)(3) Non-Profit Organization

We are contacting you on behalf of the Shakopee Derby Days committee as we look forward to celebrating this summer's 25th annual Derby Days festival taking place on August 1-5, 2012. Our committee is seeking your support to help make this year's festival a memorable event.

Derby Days attracts over 20,000 people, features over 40 age-appropriate events over 5 days, draws every demographic, and costs run up to \$68,500. This gathering is **the** showcase of our community.

Your tax-deductible contribution to Shakopee Derby Days is valued highly as the festival is enjoyed and appreciated by many. It is also a great way to get your business's name advertised and show your community pride.

Thank you in advance for your support, and we look forward to seeing you at Derby Days!

Wes Reinke
info@shakopeederbydays.com
 952-913-9344

Brian Burgeson
info@shakopeederbydays.com

Gwen Hennen
info@shakopeederbydays.com

BENEFITS AT A GLANCE

Below is a summary of all the benefits you will receive according to the level of sponsorship you choose. Shakopee Derby Days only comes once a year. Don't miss your chance to become involved in this community event. It may be the best marketing dollars you'll spend all year!	Platinum: \$5000+	Gold: \$2500-\$4999	Silver: \$1000-\$2499	Bronze: \$500-\$999	Copper: \$250-\$499	Nickel: \$50-\$249
Case-by-case special promotional accommodations at your request						
Certificate of sponsorship to display at your booth at Business Expo						
Company logo on Derby Days promotional posters (approximately 100)						
Company banner displayed at Huber Park**						
Company banner displayed in the Derby Days parade (15,000 in attendance)** / ***						
Parade entry fee waived*						
Free space in Business Expo (up to 10'x20')*						
Free space in Business Expo (10'x10')*						
50% off 10'x10' space in Business Expo*						
Named sponsor level on schedule of events (circulation 5000)						
Named sponsor level in Derby Days circular with company logo (circulation 15,700+)						
Named sponsor level in Derby Days circular (circulation 15,700+)						
Company logo on Derby Days Web site with link to company website						
Named sponsor level on Derby Days Web site with link to your Web site						
Named sponsor level on Derby Days Web site						

* Must complete and submit applicable event's application by event registration deadline.

** Sponsor must supply their own company banner.

*** Sponsor must attach to their parade unit or provide their own banner carriers.

Shakopee Derby Days 2012 Cash Sponsorship

Business Name: _____

Contact Person: _____

Address: _____

Phone Number: _____ **Email:** _____

Website: _____

We would like to be a(n) platinum / gold / silver / bronze / copper / nickel sponsor. Amount: \$_____

Please invoice me for my sponsorship.

Please find my sponsorship enclosed.

We would like to provide volunteers for an event or area.

We would be willing to post a poster or flyers at our business/organization to promote Derby Days.

The below events are currently available for sponsorship. If you would like to direct your sponsorship dollars toward a particular event, please check below. Visit www.shakopeederbydays.com for an updated listing. Contact Wes Reinke to verify an event is still available for sponsorship.

Event	Total Sponsorship Amt.	Event	Total Sponsorship Amt.
<input type="checkbox"/> Fireworks Display	\$11,100	<input type="checkbox"/> Soapbox Derby	\$500
<input type="checkbox"/> Entertainment	\$8500	<input type="checkbox"/> Cornhole Bagz Tournament	\$250
<input type="checkbox"/> 5K Turf Run	\$2000	<input type="checkbox"/> Hermey the Clown	\$350
<input type="checkbox"/> Movie in the Park	\$1000	<input type="checkbox"/> Sawdust Pile Grab	\$200
<input type="checkbox"/> Community Picnic	\$500	<input type="checkbox"/> Derby Days General Fund	

This form must be returned by Friday, June 1 to be included in all advertising.

Return this form to: Shakopee Derby Days Committee
Attn: Fundraising
PO Box 312
Shakopee, MN 55379

Any questions can be directed to the fundraising committee at info@shakopeederbydays.com or Wes Reinke at 952-913-9344.