



# SHAKOPEE DERBY DAYS

*Creating and celebrating community pride since 1987*

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

---

We are contacting you on behalf of the Shakopee Derby Days Committee (an independent, volunteer committee). Derby Days is Shakopee's annual summertime festival, held the first full weekend of August.

The Shakopee Derby Days Committee is proud to present the 24<sup>th</sup> annual Derby Days festival, which will take place on August 4 – 8, 2010. Most events will again be located in historic downtown Shakopee's Huber Park. Our committee is seeking your support to help make this year's festival a memorable event for our community.

Derby Days attracts over 13,000 people, features over 40 age-appropriate events over 5 days, draws every demographic, and costs approximately \$75,000 to run. This gathering is *the* showcase of our community strengths and can-do attitude.

Shakopee Derby Days experienced many successes in 2009, including:

- Expanded entertainment acts held at the amphitheater.
- A full house (240 participants) at our annual Derby Days prize bingo.
- Record number of participants (255) in the Shakopee Derby Days 5K Turf Run.
- The first annual community picnic to kick off Derby Days in the park on Wednesday night.

The Shakopee Derby Days Committee is in need of your support to help make this event a success.

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

If you are unable to make a cash donation, the Shakopee Derby Days Committee is also in need of donations that can be used as prizes, such as gift certificates.

Enclosed is more detailed information on how you can keep a long tradition alive and show your community support.

If you have any questions in regards to fundraising or sponsorship, feel free to contact Wes Reinke at [info@shakopeederbydays.com](mailto:info@shakopeederbydays.com) or Jack McGovern at (952) 445-5791.

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

Sincerely,

*Wes Reinke*

Shakopee Derby Days Fundraising Chair  
[info@shakopeederbydays.com](mailto:info@shakopeederbydays.com)

# 2010 Sponsorship Levels

## Platinum Sponsor

**\$5,000 and above cash donation**

*We have our sights set on a repeat of last year's fireworks display costing \$12,000*

- Named Platinum Sponsor in Derby Days circular with company logo (circulation approx. 15,700)
- Named on schedule of events as Platinum Sponsor (approx. 3000 distributed to area residents and businesses)
- Your company name and logo listed on the Derby Days Web site
- Certificate to display in business
- Parade entry fee waived\*
- Your company banner displayed in the amphitheater area at Huber Park\*\*
- Your company banner displayed in the Derby Days parade (approx. 8000 onlookers)\*\* / \*\*\*

## Gold Sponsor

**\$2,000 to \$4,999.99 cash donation**

*Your company will be listed as a Gold Sponsor*

- Named Gold Sponsor in Derby Days circular with company logo (circulation approx. 15,700)
- Named on schedule of events as Gold Sponsor (approx. 3000 distributed to area residents and businesses)
- Your company name and logo listed on the Derby Days Web site
- Certificate to display in business
- Parade entry fee waived\*
- Your company banner displayed at Huber Park\*\*
- Your company banner displayed in the Derby Days parade (approx. 8000 onlookers)\*\* / \*\*\*

## Silver Sponsor

**\$500 to \$1999.99 cash donation**

*Your company will be listed as a Silver Sponsor*

- Named Silver Sponsor in Derby Days circular (circulation approx. 15,700)
- Named as Silver Sponsor on Derby Days Web site
- Your company banner displayed at Huber Park\*\*

## Bronze Sponsor

**\$50 to \$499.99 cash donation**

*Your business may donate to the overall costs of Derby Days*

- Your name will be listed in the Derby Days circular (circulation approx. 15,700)
- Your name will be listed on the Derby Days Web site

## Prize Sponsor

*Prize contributor will be recognized prior to the event*

- Prize donors will be listed in the Derby Days circular (circulation approx. 15,700)
- Your name listed on Derby Days Web site as Prize Sponsor

## In Kind Sponsor

*Donate your time or other items needed to make events run smoothly*

- All volunteer and in-kind sponsors will be listed in the Derby Days circular (circulation approx. 15,700)

\* Must complete and submit parade application by parade registration deadline.

\*\* Sponsor must supply their own company banner.

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

## Events Available to Sponsor

These events are currently available to sponsor, on a first-come, first-served basis. Email Wes to see if the event is still available for sponsorship. Additional events will be posted on the Shakopee Derby Days Web site as they become available for sponsorship. Benefits correspond to the correlating sponsorship level, above. Events may be co-sponsored.

Event	Total Sponsorship Amount	Estimated Participants 2009
Fireworks Display	\$12,000	Thousands turned out to see the ½-hour display.
Teen Skateboard Downtown Grind	\$1500 (3 @ \$500 each)	35 participants, 300 spectators
Loosely Wound Bluegrass Band	\$200	
Soapbox Derby	\$500	45 participants, 150 spectators
Sawdust Pile Grab	\$500	140 participants, 100 spectators
Teen DJ	\$550	Over 600 teens attended this event
Band in Parade	Min. \$500, Max. \$1500	112 units, approximately 8000 spectators
Utter Chaos (Opening Band)	\$600	
Mu Daiko Japanese Drum Performance	\$1000 (2 @ \$500 each)	

