



**Parks and Recreation**

2400 4<sup>th</sup> Ave S | Moorhead, MN 56560 | 218.299.5340  
moorheadparks.com | parkandrec@cityofmoorhead.com

**Moorhead Parks and Recreation Sponsorship and Advertising Opportunities**

The Parks and Recreation department within the City of Moorhead has a mission to enrich the lives of its citizens by providing a comprehensive system of parks, and affordable, diverse recreation programs that encourage health, fitness, relaxation, and cultural enrichment, as well as providing opportunities for community involvement. This is accomplished through activity programs such as our summer parks program; special events like the annual Greater Moorhead Days; facilities such as Village Green and The Meadows Golf Courses; and adaptive programs that include soccer, swimming, and more!

The Parks and Recreation Department seeks partners that are interested in sponsoring one of our events, or that are interested in advertising options. The opportunities to get involved are listed below, and more information can be found on succeeding pages.

**Advertising**

Fall/Winter Brochure  
Spring/Summer Brochure  
Moorhead Sports Center Dasher Boards  
Golf Course Scorecards

**Sponsorship**

Special Events  
RiverArts, Farmer’s Market  
Greater Moorhead Days, Haunted Mall  
Sleigh Rides, Frostival

Your interest is appreciated and we hope you consider partnering with Moorhead Parks and Recreation. For more information please contact, Trevor Magnuson at 218.299.5296 or by email at: [trevor.magnuson@cityofmoorhead.com](mailto:trevor.magnuson@cityofmoorhead.com).

Respectfully,

Trevor Magnuson  
Recreation Coordinator  
Moorhead Parks and Recreation



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## 2021 Spring/Summer Brochure Advertising Agreement

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Total Cost:** \_\_\_\_\_

**Moorhead Parks and Recreation Contact:**

Trevor Magnuson- Recreation Coordinator

Phone: 218.299.5296

[trevor.magnuson@cityofmoorhead.com](mailto:trevor.magnuson@cityofmoorhead.com)

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*The City of Moorhead Parks and Recreation Department publishes an online brochure with program, activity, and event information for the community.*

### Advertisement Size and Rates

Ad Type	Dimensions (W x H)	Price
Back Cover	7 ¼" x 7 ¾"	\$500.00
Full Page	7 ¼" x 10 ¼"	\$400.00
1/2 Page	7" x 5"	\$300.00
1/4 Page	3 ½" x 5"	\$200.00

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
City of Moorhead

\_\_\_\_\_  
Date



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## 2021 Dasher Board Advertising Agreement

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Number of Dasher Boards:** \_\_\_\_\_ **Cost/Dasher Board:** **\$450.00** **Total Cost:** \_\_\_\_\_

- 
- Dasher Board advertising is located at the Moorhead Sports Center
  - Advertiser shall pay the stated cost per season per dasher board for the advertising contract in the South Arena
  - **The cost per dasher board is \$600, but all businesses will receive a 25% discount for 2021, total cost per board will be \$450.**
  - Advertising season runs from January 1<sup>st</sup> through December 31<sup>st</sup>. Agreement is due by December 1<sup>st</sup>, 2020 with payment due by January 1<sup>st</sup>, 2021
  - Advertiser is responsible for coordinating the production of ad and paying all costs directly
  - Advertiser shall be given the opportunity to renew the dasher board space each season at a rate set by the City of Moorhead and Moorhead Public Schools
  - Should the City of Moorhead not be able to fulfill the annual commitment, for any reason, refunds will apply on a prorated basis
  - Advertising must comply with rules, regulations, and practices of the City of Moorhead and all advertising is subject to review and approval
  - On occasion, advertisement may be covered or removed due to various special events within the Moorhead Sports Center
  - Full payment of advertising contract is due before ad will be installed

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
City of Moorhead

\_\_\_\_\_  
Date



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## 2021 Moorhead Golf Scorecard Advertising Agreement

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Requested Golf Course:** Village Green \_\_\_ The Meadows \_\_\_ **Cost/Ad: \$500.00 Total:** \_\_\_\_\_

- 
- Advertising will be placed in specific sections on the scorecard
  - There will be a maximum of six advertisers per card
  - Advertiser shall pay \$500.00/ad per course/year by March 1, 2021
  - Advertiser must supply an ad that is 1.875" wide x 2.5" tall in an outlined, PDF format
    - Please keep in mind the color will be green and/or blue and gold for the scorecard ad. If such a logo is not available, the advertiser is responsible for all costs associated with the production of a logo.
  - The form of advertising (logo) must comply with rules, regulations, and practices of the City of Moorhead
  - Each year the advertiser shall be given the opportunity to renew this agreement
    - Payment for renewal will be due on February 15, 2021
  - Should the City of Moorhead not be able to fulfill the annual commitment for any reason, refunds will apply on a prorated basis
  - This agreement covers enough scorecards to last for an entire season. In the event the advertising scorecards run out, the City has the right to use scorecards without advertising to cover the remainder of the season

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
City of Moorhead

\_\_\_\_\_  
Date





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## Special Event Sponsorship Opportunities

**RiverArts:** On five Tuesdays in the summer we organize our Moorhead RiverArts. This is a family-friendly event that features carriage rides, kid-friendly art activities, inflatable games, yard games and more! Each night we bring in an entertainment act to perform for the crowd as well. Businesses or organizations set up booths to promote themselves. We estimate close to 500 people per event, depending on weather.

- **Entertainment Sponsor: \$600.00- be the main sponsor of one RiverArts event**
  - **Five Spots Available**
  - Have banner hung on stage during entertainment (provided by sponsor)
  - Announced as main sponsor on night of the event, with the opportunity to give a brief organization update right before the entertainment
  - Recognized as a sponsor on print and radio ads
  - In addition to all the perks listed under the Inflatable Games Sponsor below
  
- **Photo booth Sponsor: \$500.00- sponsor the photo booth bring we bring for one event**
  - Business logo included on photo strip that the photo booth produces
  - In addition to all the perks listed under the Inflatable Games Sponsor below
  
- **Activity Sponsor: \$300.00- sponsor an activity we book for one event**
  - **Three Spots Available: Petting Zoo, Barrel Car Rides, Pony Rides**
  - All perks listed under the Inflatable Games Sponsor below
  
- **Inflatable Game Sponsor: \$300.00- sponsor the popular inflatable game for one event**
  - **Five Spots Available**
  - Included on marketing materials for the event- including event signage, social media posts, and Moorhead Parks website
  - Announced as a Sponsor before entertainment
  - Free booth space at all RiverArts events
  - Sponsored by signage created and setup during event
  - Thank you recognition in our semi-annual parks and recreation brochure



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**Farmers Market:** Throughout the summer you will see the Moorhead Farmer's Market open for business on Tuesdays from 3:30-6:30 pm. The Market was created for the benefit of the community, the vendor, and consumer. The market aims to provide healthy foods to the community, provide an outlet for farmers to sell their product, and to encourage local business development. The Market is open from Mid-June to the end of September and we estimate 200 shoppers per week.

- **SNAP/EBT/PoP Sponsor: \$3,000.00- help cover the costs for our market to accept SNAP (Supplemental Nutrition Assistance Program) benefits.**
  - Sponsorship funds are put towards equipment, and doubling the benefits of low- income individuals up to \$10.00 per market day. This allows more individuals to enjoy fresh produce.
  - Included on all marketing materials for the event- including event signage, social media posts, and Moorhead Parks website
  - Sponsored by signage created and setup during event
  - Thank you recognition in our semi-annual parks and recreation brochure
  
- **Market Sponsor: \$1,000.00- be the official sponsor of the Moorhead Farmers Market**
  - Have banner hung during the Farmer's Market (provided by sponsor)
  - Included on all marketing materials for the event- including event signage, social media posts, and Moorhead Parks website
  - Recognized as a sponsor on print and radio ads
  - Sponsored by signage created and setup during event
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- **Market Contributor: \$200-\$999 - be a contributor of the Moorhead Farmers Market**
  - Contribute to our goal of Get Fresh. Go Local.
  - Included on all marketing materials for the event- including event signage, social media posts, and Moorhead Parks website
  - Recognized as a sponsor on print ads
  - Sponsored by signage created and setup during event
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**Greater Moorhead Days (GMD):** Celebrate our community with Greater Moorhead Days! Join us for 10 days packed full of fun and exciting events for all ages, including the return of the Greater Moorhead Days Parade, sponsored by First International Bank and Trust! Take part in the Medallion Hunt, Bridge Bash, Wings and Wheels Fly In and Car Show, and the ever popular MIDCO Kids Fest! Get active and register in The Flatlander FM Rotary Ride, Trails at Stonemill Park Carnival and the 9/11 Commemoration.

- **Parade Sponsor: \$2,500.00- be the official sponsor of the signature event of GMD**
  - Priority placement in the GMD Parade
  - Recognized as a sponsor on print and radio ads
  - Sponsored by signage created and setup during event
  - In addition to the perks listed under Medallion Sponsor below
- **Kids Fest Sponsor: \$2,000.00- be the official sponsor of the popular Kids Fest**
  - Additional dollars may need to be invested for food, snacks, marketing paid to groups other than Moorhead Parks and Recreation
  - Recognized as a sponsor on print and radio ads
  - Sponsored by signage created and setup during event
  - Announced as main sponsor on night of the event, with the opportunity to give a brief organization update right before the entertainment
  - Opportunity to provide own signage for display at event
  - In addition to the perks listed under Medallion Sponsor below
- **Gold Medallion Sponsor: \$1,000.00- sponsor the grand prize medallion in our celebratory scavenger hunt**
  - Recognized as a sponsor on print and radio ads
  - In addition to the perks listed under Medallion Sponsor below
- **Medallion Sponsor: \$500.00 (2 available)- sponsor one of the additional medallions during our celebratory scavenger hunt**
  - Included on all marketing materials for the event- including event signage, social media posts, and Moorhead Parks website
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**Haunted Mall:** Set in the Moorhead Center Mall on the evening of Halloween, Moorhead's Haunted Mall attracts over 1,500 kids and adults alike dressed as witches, wizards, ghouls and more. This is a great event for a safe trick or treating environment while also providing a Magic Show, crafts, and more!

- **Event Sponsor: \$750.00- be the official sponsor of the Haunted Mall**
  - Business logo included on photo strip that the photo booth produces
  - In addition to all the perks listed under the Candy Sponsor below
- **Candy Sponsor: \$300.00-be the candy supplier of the Haunted Mall**
  - Included on marketing materials for the event- including event signage, social media posts, and Moorhead Parks website
  - Announced as a Sponsor before entertainment
  - Free booth space at the event
  - Sponsored by signage created and setup during event
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**Sleigh Rides:** During the holiday season enjoy a scenic sleigh ride through Viking Ship Park. Tickets are available at the door on a first come first served basis. There are no reservations or advanced ticket sales. All riders will receive \$1.00 off of Historical & Cultural Society of Clay County Admission. Holiday treats and refreshments will be served. Dates will be: December 27<sup>th</sup>, 28<sup>th</sup>, and 29<sup>th</sup>. We estimate nearly 600 riders/year.

- **Event Sponsor: \$750.00- be the official sponsor of the Sleigh Rides**
  - Included on marketing materials for the event- including event signage, social media posts, radio advertisements and Moorhead Parks website
  - Sponsored by signage created and setup during event
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**Frostival:** One of the signature winter events in the Fargo-Moorhead area is Frostival. The cities of Fargo, Moorhead, and West Fargo all program activities and events with the help of the Fargo-Moorhead Convention and Visitors Center. From January 15-February 22 there will be plenty of opportunities for families to get out and embrace winter.

- **Frozen Fortress Sponsor: \$1,500.00-** the Frozen Fortress offers family-friendly activities for kids and adults alike such as a scavenger hunt along the river trails, ski/snowshoe rentals, log cabin sauna, games, and a snow sculpture competition!
  - All perks listed under the Disc Golf Sponsor below
- **Co-ed Kickball Tournament Sponsor: \$1,000.00-**
  - All perks listed under the Disc Golf Sponsor below
- **Disc Golf Sponsor: \$1,000.00-** help bring awareness to hunger in America. The Frostival Disc Golf Tournament is one of many held across the country during the winter to help fundraise for local food shelters and food related charities.
  - Included on marketing materials for the event- including event signage, social media posts, and Moorhead Parks website
  - Sponsored by signage created and setup during event
  - Thank you recognition in our semi-annual parks and recreation brochure
  - Opportunity to provide own signage for display at event
  - Have banner hung during the event (provided by sponsor)