



## 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

Sports Center Dasher Boards

Golf Course Scorecards

#### **Sponsorship**

Special Events

Frostival, 56560 Rummage Sale, RiverArts,

Farmers Market, Greater Moorhead Days,

Monster Mash Trunk or Treat, Sleigh Rides

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 Special Event Sponsorship Agreement**

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

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

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

**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)

Sponsorship Opportunities- please indicate what your business would like to sponsor. Event descriptions can be found on succeeding pages. Opportunities that are highlighted are either unavailable, or the previous year sponsor has the right to renew.

<b>Frostival</b>		<b>Celtic Festival</b>	
Frozen Fortress Sponsor	\$1,500	Event Sponsor	\$1,500
Disc Golf Sponsor	\$750	Stage Sponsor (4 available)	\$500
Broomball Sponsor	\$750	<b>Farmers Market</b>	
<b>56560 Rummage Sale</b>		Event Sponsor	\$1,000
Event Sponsor	\$750	Market Contributor	\$200+
<b>RiverArts</b>		<b>Greater Moorhead Days</b>	
Stage Sponsor (5 available)	\$600	Parade Sponsor	\$2,500
Game Sponsor (5 available)	\$300	Kids Fest Sponsor	\$2,000
Photo Booth Sponsor	\$500	Gold Medallion Sponsor	\$1,000
Activity Sponsor (5 available)	\$300	Medallion Sponsor (2 available)	\$500
<b>Halloween Events</b>		Game Sponsor (5 available)	\$300
Event Sponsor	\$750	<b>Sleigh Rides</b>	
Candy or Paint Sponsor	\$300	Event Sponsor	\$750

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

\_\_\_\_\_  
 Date

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

\_\_\_\_\_  
 Date



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# Special Event Sponsorship Opportunities

**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 26, 2022 there will be plenty of opportunities for families to get out and embrace the “cool” of 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!**
  - Recognized as sponsor on print and radio ads.
  - All perks listed under the Disc Golf Sponsor below.
- **Co-ed Broomball Tournament Sponsor: \$750.00**
  - All perks listed under the Disc Golf Sponsor below.
- **Disc Golf Sponsor: \$750.00- 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.
  - Free booth space on the day of the event.
  - Sponsored by signage created and setup during the event.
  - Thank you recognition in our semi-annual parks and recreation brochure.
  - Opportunity to provide own signage for display event.
  - Have banner hung during the event (provided by sponsor).



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**Celtic Festival:** Enjoy the intriguing history, arts, and tradition of Brittany, Cornwall, Isle of Man, Galicia, Ireland, Scotland, and Wales! Entertainers and vendors perform and set up in the Hjemkomst Center for this annual Festival. Traditional Celtic food served by Concordia Catering makes this a fun event for all ages.

- **Event Sponsor: \$1,500.00- be the official sponsor of the 56560 Rummage Sale**
  - Recognized as sponsor on print and radio ads.
  - All perks listed under the Stage Sponsor below.
- **Stage Sponsor: \$500.00- sponsor one of our main stage performers**
  - Have banner hung on stage during the whole event (provided by sponsor).
  - Announced as sponsor on stage before selected performer.
  - 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.

**56560 Rummage Sale:** Vendors from the F-M area are invited to set up at the beautiful Cullen Hockey Center on a Saturday morning in May. Items such as collectibles, household items, and more are available for customers!

- **Event Sponsor: \$750.00- be the official sponsor of the Celtic Festival.**
  - Included on marketing materials for the event including event signage, social media posts, radio advertisements, and on the Moorhead Parks' website.
  - Free booth space on the day of the event.
  - Have banner hung during the event (provided by sponsor).
  - Sponsored by signage created and setup during event.
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**Farmers Market:** Throughout the summer you will see the Moorhead Farmer’s Market open for business on Tuesdays from 3:00-6:00 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, staff, and incentive tokens distributed to participants. 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.
  - Thank you recognition in our semi-annual parks and recreation brochure.
  
- **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.
  - Thank you recognition in our semi-annual parks and recreation brochure.



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**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.

- **Stage 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 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.
  
- **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.
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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! Take part in the Medallion Hunt, Bridge Bash, and the ever popular MIDCO Kids Fest! For a full list of events, visit: [moorheadparks.com](http://moorheadparks.com).

- **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**
  - 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 the Game 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 material for the event including event signage, social media posts, and Moorhead Parks' website.
  - Thank you recognition in our semi-annual parks and recreation brochure.
- **Game Sponsor: \$300.00 (5 available)- sponsor the popular inflatable game for Kids Fest.**
  - **Five Spots Available**
  - Included on all 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 Kids Fest.
  - Thank you recognition in our semi-annual parks and recreation brochure.



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**Halloween Events:** Set in the Moorhead Center Mall Parking Ramp our Monster Mash Trunk or Treat will be a new event in 2021! We estimate 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 additional fun activities for families.

Our Pumpkin Party Pick Up started in 2020 and saw great success when we distributed 200 pumpkins in less than 2 hours to kids 12 and under to paint and decorate.

- **Event Sponsor: \$750.00- be the official sponsor of the Monster Mash Trunk or Treat.**
  - Business logo included on photo strip that the photo booth produces.
  - Recognized as a sponsor on print and radio ads.
  - In addition to all the perks listed under the Candy Sponsor below.
- **Candy or Paint Sponsor: \$300.00-be the candy or paint supplier of the Monster Mash Trunk or Treat or the Pumpkin Party Pick Up.**
  - 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.
  - Thank you recognition in our semi-annual parks and recreation brochure.

**Sleigh Rides:** During the holiday season enjoy a scenic sleigh ride through M.B. Johnson Park. Tickets go on sale December 1 and walk up spots may be available. All riders will receive Holiday treats and refreshments will be served. Dates will be: December 21, 22, 23. 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.
  - Thank you recognition in our semi-annual parks and recreation brochure.