



**PARKS AND
RECREATION**
moorheadparks.com

1300 15th Ave N, Moorhead, MN 56560
218.299.5340 | parkandrec@cityofmoorhead.com

Moorhead Parks and Recreation Sponsorship and Advertising Opportunities

The City of Moorhead's Parks and Recreation Department 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 activities including 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 including soccer, swimming and more!

Moorhead Parks and Recreation seeks partners who are interested in sponsoring our events or investing in our advertising options. Opportunities to get involved are listed below, and more information can be found on succeeding pages.

Advertising

Spring/Summer Brochure
Fall/Winter Brochure
Golf Course Scorecards

Special Events Sponsorship

Frostival, Celtic Festival, RiverArts,
Farmers Market, Greater Moorhead Days,
Halloween events, Sleigh Rides

We so appreciate your interest and hope you consider partnering with Moorhead Parks and Recreation! For more information, please contact Parks and Recreation at 218.299.5340 or by email at parkandrec@moorheadmn.gov.

Respectfully,

Josie Gereszek
Recreation Coordinator
Moorhead Parks and Recreation



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2024 Brochure Advertising Agreement

Circle your selection: **Spring/Summer** **Fall/Winter**

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ **Email:** _____

Total cost: _____ **Moorhead Parks and Recreation**
218.299.5340
parkandrec@moorheadmn.gov

Moorhead Parks and Recreation publishes an online brochure with program, activity and event information for the community. 750 physical copies are printed and placed in City buildings, the Convention and Visitors Bureau and grocery stores for community access.

Advertisement Sizes and Rates

Ad Type	Dimensions (W x H)	Price
Back Cover	8.5" x 11"	\$500
Full Page	8.5" x 11"	\$400
1/2 Page	7.75" x 5"	\$300
1/4 Page	3.75" x 5"	\$200

Advertiser Signature Date City of Moorhead Date



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2024 Moorhead Golf Scorecard Advertising Agreement

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ **Email:** _____

Requested Golf Course: **Village Green** _____ **The Meadows** _____ **Cost/Ad: \$550 Total:** _____

- Advertising will be placed in specific sections on the scorecard.
- There will be a maximum of six advertisers per card.
- Advertiser shall pay \$550 per ad per course per year by March 31, 2024.
- Advertiser must supply an ad that is 1.875"x2.5" or 2.37"x1.01" 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.
 - Agreement for renewal will be due in March 2024.
- 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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2024 Special Event Sponsorship Agreement

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ **Email:** _____

Total cost: _____ **Moorhead Parks and Recreation**
218.299.5340, parkandrec@moorheadmn.gov

Sponsorship Opportunities: Please indicate what your business would like to sponsor. Event descriptions can be found on succeeding pages. Opportunities in **red** are either unavailable or the previous year sponsor has the right to renew.

Frostival		Celtic Festival	
Frozen Fortress Sponsor	\$1,500	Event Sponsor	\$2,000
Candlelight Trail Walk Sponsor	\$750	Stage Sponsor (4 available)	\$500
		Farmers Market	
		Event Sponsor	\$1,000
RiverArts		Market Contributor	\$200 +
Stage Sponsor (5 available)	\$600	Greater Moorhead Days	
Inflatables Sponsor (5 available)	\$300	Parade Sponsor	\$2,500
Balloons Sponsor (4 available)	\$300	Kids Fest Sponsor	\$2,000
Activity Sponsor (5 available)	\$300	Gold Medallion Sponsor	\$1,000
Art Activity Sponsor (5 available)	\$300	Medallion Sponsor	\$500
Halloween Events		Inflatables Sponsor (5 available)	\$300
Event Sponsor	\$750	Sleigh Rides	
Candy or Paint Sponsor	\$300	Event Sponsor	\$750

Advertiser Signature

Date

City of Moorhead

Date



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Special Event Sponsorship Opportunities

Frostival: During Fargo-Moorhead's signature winter events series, Frostival, the cities of Fargo, Moorhead and West Fargo program activities and events with the help of the Fargo-Moorhead Convention and Visitors Bureau. January 13-February 24, 2024, there will be plenty of opportunities for families to get out and embrace the "cool" of winter!

- **Frozen Fortress Sponsor: \$1,500 – Fun at the Frozen Fortress offers family-friendly activities for kids and adults alike. Activities include a scavenger hunt along river trails, free ski/snowshoe rentals, snowga, games, a snow sculpture competition and more!**
 - Recognized as sponsor on print and radio ads
 - All perks listed under the Candlelight Trail Walk Sponsor below
- **Candlelight Trail Walk Sponsor: \$750 – Attendees enjoy a lit, scenic stroll around the Viking Ship Park river path before warming up around a bonfire, roasting hot dogs and marshmallows and enjoying outdoor games in the snow. We routinely partner with local astronomy groups and other organizations for additional entertainment and activities. Free ski and snowshoe rentals will be available.**
 - Included on marketing materials for the event including event signage, social media posts and moorheadparks.com
 - Free booth space on event day
 - Thank-you recognition in our semi-annual Parks and Recreation brochure
 - Opportunity to provide own signage for display at event

Celtic Festival: Enjoy the intriguing history, arts, and tradition of Brittany, Cornwall, Isle of Man, Galicia, Ireland, Scotland and Wales! Entertainers perform and vendors 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: \$2,000 - Be the official sponsor of the Celtic Festival**
 - Recognized as sponsor on print and radio ads
 - All perks listed under Stage Sponsor below
- **Stage Sponsor: \$500 - Sponsor one of our main stage performers**
 - Provide a banner to be hung on stage during entire event
 - Announced as sponsor on stage before performances
 - Included on marketing materials for the event including event signage, social media posts and moorheadparks.com
 - Thank-you recognition in our semi-annual Parks and Recreation brochure



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Farmers Market: Throughout the summer, the Moorhead Farmers Market is open for business Tuesdays 3:30-6:30 pm. The Market was created for the benefit of the community, vendors and consumers. The market aims to provide healthy foods to the community, provide an outlet for farmers to sell their product and encourage local business development. The Market is open June-September, and we estimate a few hundred shoppers per week.

- **Market Sponsor: \$1,000 - Be an official sponsor of the Moorhead Farmers Market**
 - Provide banner to be displayed at each week's Market
 - Included on all marketing materials for the event including event signage, social media posts and moorheadparks.com
 - Recognized as a sponsor on print and radio ads
 - Thank-you recognition in our semi-annual Parks and Recreation brochure
- **Market Contributor: \$200-\$999 - Be a contributor to 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 moorheadparks.com
 - Recognized as a sponsor in print ads
 - Thank-you recognition in our semi-annual Parks and Recreation brochure

RiverArts: Moorhead RiverArts takes place on five Tuesdays every summer. This community event and concert series features live music, cultural performances, carriage rides, art activities for all ages, inflatables, yard games, food and more! Businesses and organizations set up booths to sell goods and/or engage with the public. Several hundred people attend each event, depending on weather.

- **Stage Sponsor: \$600 - Be the primary sponsor of one RiverArts event**
 - **Five spots available.**
 - Provide banner to be hung on stage throughout event
 - Announced as main sponsor on night of the event with the opportunity to give a brief organization update right before entertainment
 - Recognized as a sponsor in print and radio ads
 - All incentives listed under Balloons and Inflatable Sponsors below
- **Art Activity, Balloons and Inflatables Sponsors: \$300 - Sponsor an activity for one event**
 - **These include a Petting Zoo, Barrel Car Rides, Carnival Games, Balloon-Tying and an array of activities hosted by local artists**
 - Included on marketing materials for the event including event signage, social media posts and moorheadparks.com
 - Announced as a sponsor before entertainment
 - Free booth space at all RiverArts events
 - Thank-you recognition in our semi-annual Parks and Recreation brochure



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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 Greater Moorhead Days Parade. Take part in the Medallion Hunt, Bridge Bash and the ever-popular Kids Fest! For a full list of events, visit moorheadparks.com.

- **Parade Sponsor: \$2,500 - Be the official sponsor of the signature GMD event**
 - Priority placement in the GMD Parade
 - Recognized as a sponsor in print and radio ads
 - All incentives listed under Medallion Sponsor below

- **Kids Fest Sponsor: \$2,000 - Be the official sponsor of the popular Kids Fest**
 - Recognized as sponsor in print and radio ads
 - Announced as main sponsor on night of the event with the opportunity to give a brief organization update
 - Opportunity to provide own signage for display at event
 - All incentives listed under Game Sponsor below

- **Gold Medallion Sponsor: \$1,000 - Sponsor the grand-prize medallion in our celebratory scavenger hunt**
 - Recognized as a sponsor in print and radio ads
 - All incentives listed under Medallion Sponsor below

- **Medallion Sponsor: \$500 - Sponsor an additional medallion during our celebratory scavenger hunt**
 - Included in marketing materials including event signage, social media posts and moorheadparks.com
 - Thank-you recognition in our semi-annual Parks and Recreation brochure

- **Game Sponsor: \$300 (five available) - Sponsor the popular inflatables at Kids Fest**
 - Included in marketing materials including event signage, social media posts and moorheadparks.com
 - Announced as a sponsor at event
 - 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 began in 2021. Each year, more than 2,000 people dress as witches, wizards, ghouls and more to enjoy safe trick-or-treating and community connection.

Our Pumpkin Party Pick-Up started in 2020 and continues to grow each year. Last year, we handed out 250 pumpkin gourds and paint kits to Moorhead kids.

- **Event Sponsor: \$750 - Be the official sponsor of the Monster Mash Trunk-or-Treat**
 - Recognized as sponsor in print and radio ads
 - Opportunity to provide own signage for display at event
 - All perks listed under Candy or Paint Sponsor below
- **Candy or Paint Sponsor: \$300 - Be a candy supplier of the Monster Mash Trunk-or-Treat or paint supplier of the Pumpkin Party Pick-Up.**
 - Included on marketing materials for the event including event signage, social media posts and moorheadparks.com
 - Free vendor booth space at the 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 receive treats and refreshments. Rides are scheduled for three days near the end of December. We estimate nearly 600 riders/year.

- **Event Sponsor: \$750 - Be the official sponsor of Parks and Recreation's Sleigh Rides**
 - Recognized as a sponsor on print and radio ads
 - Included on marketing materials including event signage, social media posts, radio advertisements and moorheadparks.com
 - Thank-you recognition in our semi-annual Parks and Recreation brochure