

# Blaine Parks and Recreation

**EVENT**



# PARTNERSHIP



**PACKAGES**

Businesses searching for creative, interactive ways to reach new, loyal and active customers are invited to partner with the Blaine Parks and Recreation Department for great results. Sponsors are sought on an on-going basis for a variety of community-wide events, cultural activities, and performances. By partnering with Blaine Parks and Recreation you can increase your business exposure within the community and can enhance your customer base. The crossmarketing offered will benefit your business and strengthen your roots in the community and surrounding areas. We offer many sponsorship opportunities that can be tailored to your marketing goals and budget. Get face to face with thousands of new customers!

**BlaineEvents.com**  
**763-785-6164**

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# THE BLAINE MARKET

The Blaine Market is proud to connect our community with locally grown and produced products to enhance the life and well being of our residents. The Blaine Market is a good match for organizations focusing on health and wellness, buying local, and home made goods.



## The market provides you with:

- Artisan Foods
- Allergen Friendly
- Beauty Products
- Farm to Table
- Farmstead Products
- Fresh Produce
- Hand Crafted Items
- Organic Products

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### Summer Market

Weekly June - August  
3 - 7 PM

### Winter Market

Select Saturdays November-April  
9 AM - 1 PM

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## Partnership Options:

### Sustaining Partner \$2500

Become our sustaining sponsor and your business name will appear below our market logo. You will have the opportunity to have a booth at our market as often as you like.

### Promotional Sponsor \$500

Partner with us to provide a market giveaway to include your logo and the market logo. Includes a free booth space on your giveaway date.

### Basket Sponsor \$100

Sponsor a basket (either made by you or by us) for a drawing at any market. Includes free booth space on your basket date.

## Target Audience

- Ages 25-95
- Majority are female
- Focused on eating fresh & healthy
- Approximately 10,000 shoppers per year

## Promotional Plan

### Print Media

- City Newsletter, 6 per year
- Summer Rec Connection
- Rack cards
- Posters
- School Flyer, 3 per year

### Digital Media

- Event website
- Facebook campaign (boosted)
- ENewsletter (1 per market)
- Event featured on billboard

# EARTH DAY

Businesses, community groups, and neighborhoods are invited to clean up a park or pond in celebration of Earth Day! Like the earth, we know that time is a precious resource. Therefore, we have designated 6 weeks for our clean-up so you can fit it into your schedule!



**INVEST** IN YOUR NEIGHBORHOOD

**GIVE** BACK TO THE EARTH

**MAKE** A DIFFERENCE

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**Any day and time you choose between April 15 and May 25.  
We provide the supplies - you provide the volunteers!**

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## Partnership Options:

### Promotional Sponsor

any amount

As a token of our appreciation, we provide volunteer groups with prizes for adults and kids. Donate items or funds to be placed in their Earth Day kit.

### Volunteer Group

Organize a group from your business to adopt a park for Earth Day. Sign up online at [www.blaineevents.com/earthday](http://www.blaineevents.com/earthday)

### Event Contact:

Shari Kunza  
[skunza@blainemn.gov](mailto:skunza@blainemn.gov)  
763-717-2723

## Target Audience

- All ages
- Scouts, church groups, neighborhoods.
- Approximately 24 clean ups
- Service minded
- Focused on improving their community

## Promotional Plan

### Print Media

- City Newsletter, 1 per year
- Winter & Summer Rec Connection
- Postcards sent to neighborhoods
- School Flyer, 1 per year

### Digital Media

- Event website
- Facebook posts
- Park and Rec ENewsletter (2)

# WORLD FEST

Blaine World Fest is an annual event celebrating diversity in Blaine. World Fest highlights a variety of cultures and ethnicities through food, art, music, dance, and education. This is a great fit for organizations looking for a diverse and educational event.



*Celebrating diversity through  
food, music, art, & friendship*

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**Third Saturday in May, 1-4 pm**

**Town Square Park - across the street from Blaine City Hall**

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## **Partnership Options:**

### **Gold Sponsor \$500**

- Logo on website and print media
- Complimentary booth space

### **Silver Sponsor \$250**

- Logo on website and print media

### **For-profit Vendor \$20**

Must have items related to ethnic and cultural diversity.

### **Non-profit Booth no charge**

Must represent or educate on ethnic and cultural diversity.

## **Event Contact:**

Shari Kunza  
skunza@blainemn.gov  
763-717-2723

## **Target Audience**

- Families of all ages
- Approximate attendance of 2000
- Focused globally

## **Promotional Plan**

### **Print Media**

- City Newsletter, 2 per year
- Summer Rec Connection
- Rack cards
- Posters
- School Flyer, 1 per year

### **Digital Media**

- Event website
- Facebook campaign (boosted)
- Special eblasts
- Park and Rec ENewsletter (2)
- Event featured on billboard

# BLAINE PARKS AND RECREATION EVENT PARTNERSHIP FORM

Business/Organization: \_\_\_\_\_

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

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Please describe your organization here and if you are planning on having a booth, list your on-site activity, items for sale, and distribution materials, if applicable.

Please select your level of partnership below.

## Blaine Market

- Sustaining Partner \$2500
- Promotional Partner \$500

## Performance in the Park

- Kids Concerts
- Family Fun Night

## Other Activities

- Impressions of Blaine photo contest gift card (increments

contest gift card (incentives

of \$25) amt: \_\_\_\_\_

Family Fun Night

- Sustaining Partner \$1500
- Gold \$750
- Silver \$500
- Bronze \$250
- In-Kind

### Earth Day

- Promotional Partner \$100
- Volunteer Group

### World Fest

- Gold \$500
- Silver \$250
- For-profit Booth \$20
- Non-profit Booth \$0

### Family Fun Night

- Vendor Booth \$100

### Kids Triathlon

- Sponsor \$250
- Vendor Booth \$100

### Bark in the Park

- Sponsor \$250
- Vendor Booth \$150
- Non-profit Booth \$50

### If having a booth:

- The City provides one 12'x12' area. Sponsors and vendors are responsible for providing all necessary set up materials.
- Give-aways and/or hands on activities are recommended to draw participants to your booth.
- Event instructions will be emailed 2 weeks prior to event.

Agreement: The City of Blaine agrees to provide services as outlined in this partnership brochure. The undersigned waives and releases all rights and claims that might be held against the City, its elected officials, and its employees to save and hold harmless the City from losses, damages, or injuries.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

### Payment Amount:

 \_\_\_\_\_

PLEASE ENTER PAYMENT TYPE:

Cash    Check    VISA    MasterCard    Discover

Card#: \_\_\_\_\_ Exp. \_\_\_\_\_

Signature: \_\_\_\_\_

Make checks payable to: City of Blaine

# PERFORMANCE IN THE PARK

Our free concert series lasts all summer long and features a variety of musical genres. From polka to kids to rock to blues - we have something for everyone! Partnering with these events is perfect for the organization looking for long-term exposure. You can select your level of participation from the options below or call us to customize an experience just for you!

## Partnership Options:

### Sustaining Partner \$1500

- Includes sponsorship of Performance in the Park, Family Fun Night, and Kids Concerts
- Logo on website, eblasts, and print media
- Complimentary booth space at Family Fun Night and concerts of your choice

### Gold Sponsor \$750

- Choose Performance in the Park or Kids Concerts
- Includes Family Fun Night
- Booth space at 5 concerts
- Logo on website and print media

### Silver Sponsor \$500

- Choose Performance in the Park or Kids Concerts
- Includes Family Fun Night
- Booth space at 3 concerts
- Logo on website and print media

### Bronze Sponsor \$250

- Logo on website and print media

### Family Fun Night Booth \$100

## Target Audience

- Kids, Seniors and everyone in between!
- Total attendance of 4500
- Focused on community engagement

## Promotional Plan

### Print Media

- City Newsletter, 2 per year
- Summer Rec Connection
- Rack cards
- Posters
- School Flyer, 1 per year
- Flyer to summer program participants (1500 families)

### Digital Media

- Event website
- Facebook campaign (boosted)
- Park and Rec ENewsletter (4)
- Special eblasts
- Event featured on billboard

## In-Kind Donations

We are always looking for ways to draw more audience members. If you run a restaurant, ice cream shop, or have a unique give-away, contact us to discuss a partnership.



# KIDS CONCERTS & FAMILY FUN NIGHT



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8 Wednesday evenings  
June - August  
Town Square Park

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Third Tuesday in July  
6-8 pm  
Aquatore Park

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6 Friday mornings  
July - August  
Aquatore Park

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# KIDS TRIATHLON

The Blaine Kids Triathlon challenges youth to make fitness a part of their every day life. The triathlon is a great fit for businesses in the health and wellness industry and those whose customer base are youth and families.



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**Last Saturday in July, 8 am**  
**Lakeside Commons Park**

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## Partnership Options:

### Gold Sponsor \$300

- Logo on website & print media
- Logo on athlete t-shirt
- Complimentary booth space

### Silver \$100

- Logo on website & print media
- Complimentary booth space

## Event Contact:

Nate Monahan  
nmonahan@blainemn.gov  
763-785-6151

## Target Audience

- Families
- 125 young athletes plus their families and friends
- Fitness focused

## Promotional Plan

### Print Media

- City Newsletter, 2 per year
- Summer Rec Connection
- School Flyer, 1 per year

### Digital Media

- Event website
- Facebook campaign (boosted)
- Park and Rec ENewsletter (2)
- Special eblasts
- Event featured on billboard

# BARK IN THE PARK

To mark the start of the "Dog Days" of Summer Blaine is hosting BARK IN THE PARK! Bring your favorite four-legged friend and visit with companies and non-profit groups specializing in dogs. We will have vaccinations and nail trimming available, "Ask The Vet", and dog merchandise for sale at the vendor booths. You and your dog can also enjoy the Pup-arazzi photo booth, caricatures and MORE!



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Second Thursday in August, 5-8 pm  
Aquatore Dog Park

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## Partnership Options:

### Sponsor \$250

- Logo on website and print media
- Complimentary booth space

### Vendor Booth \$150

### Non-profit Booth \$50

## Event Contact:

Nate Monahan  
nmonahan@blainemn.gov  
763-785-6151

## Target Audience

- All ages
- Pet owners and lovers

## Promotional Plan

### Print Media

- City Newsletter, 2 per year
- Summer Rec Connection
- Rack cards
- Posters
- School Flyer, 1 per year

### Digital Media

- Event website
- Facebook campaign (boosted)
- Park and Rec ENewsletter (2)
- Special eblasts
- Event featured on billboard

# ADDITIONAL ACTIVITIES



Impressions of Blaine is a seasonal online photo contest. There are 5 categories and winners in each category receive a \$25 gift card. Businesses who want to be a sponsor can donate gift cards in increments of \$25.



Environmental education is a focus of the Blaine Wetland Sanctuary. If your business is environmentally focused, consider sponsoring activities at the Wetland Sanctuary or donating funds for exploration kits and promotional items.



The Blaine Arts Council is a volunteer organization open to all interested individuals including students. The Arts Council sponsors exhibits at Blaine City Hall and is a network of artists supporting each other. If your organization has a passion for the arts, consider donating prizes for the Arts Council's juried exhibitions: The Art of Photography, Teen Art Show, and World of Plants.

MARY ANN  
YOUNG  
SENIOR  
CENTER

The Mary Ann Young Senior Center is located by Aquatore Park just off Highway 65 and Cloverleaf Parkway. As a focal point for seniors, the center's staff and volunteers offer a dynamic variety of programs and social events throughout the year. The Senior Center depends on donations to support events, entertainment, and transportation.

**Blaine Parks and Recreation**  
**10801 Town Square Drive**  
**Blaine, MN 55449**  
**763-785-6164**

**BlaineParks.com**  
**BlaineEvents.com**