



City of
Shorewood

Parks & Recreation Sponsorship Guide

 5735 Country Club Road, Shorewood, MN 55331

 parksandrec@ci.shorewood.mn.us

 www.shorewoodmn.gov



Partner with us!

The City of Shorewood Parks & Recreation Department is proud to offer our community a number of active and passive recreation opportunities for all ages. Whether you are looking to explore our natural trail system, play a sport on one of our athletic fields, or have a family picnic next to a playground, there is truly something for all!

Shorewood's Parks & Recreation Department offers a number of events throughout the year to engage its residents and the surrounding communities. These events offer a terrific opportunity for your business to gain exposure while letting the community know you value recreation opportunities. We take great pride in our special events, and we have a passionate community who will be sure to spread the word on your contributions to make our events a success.

We hope this packet will be a valuable resource to understand the different opportunities that are currently available, and we hope you can see the value a sponsorship would bring to your business and our community. With your partnership, we will continue to build a strong community and ensure it remains a great place to live and play!

Sincerely,

Mitchell Czech
Parks & Recreation Manager
City of Shorewood



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Event Sponsorship Levels

**We have multiple levels of sponsorship to fit your goals, needs, and budget!
*In-Kind donations are also accepted. Please see bottom of page.**

Presenting (Title) Sponsorship (Cost Varies by Event):

Looking to stand out and show your support for our community events? This event specific sponsorship level offers that opportunity. As a presenting sponsor for one of our events, you will receive unique naming rights as the event will be advertised as “[Event Name], presented by **Your Business.**” Presenting sponsors are limited to one sponsor per event and receive the rights to renew sponsorship for the following year. Your business logo will be included on all digital and printed promotional material, including the City website. You will also have the opportunity to speak and announce the start of your sponsored event. Your contribution amount for presenting level sponsorship is automatically applied to the corresponding yearly level sponsorship perks.

Sponsorship Level	Arctic Fever <small>(400+ Attendees)</small>	Oktoberfest Family Event <small>(200+ Attendees)</small>	Concert in the Park <small>(175+ Attendees)</small>	Movie in the Park <small>(100+ Attendees)</small>	South Lake Safety Camp <small>(25-40 participants)</small>
Presenting (Title) Sponsor 1 per event	\$1,500	\$1,000	\$750	\$500	N/A

Yearly Sponsorship Levels:

Gold Level Sponsorship (\$500+), Limit of 5:

The Gold Level Sponsorship is our premier sponsorship level! This level grants you access to all of the Silver Level perks along with your business logo on all event promotions and the City website.

Silver Level Sponsorship (\$300+), Limit of 8:

The Silver Level Sponsorship is a great way to become involved! This level grants you access to all of the Contributing Level perks along with your business name on all event promotions and the City website. You will also receive a free sponsor table at all community events (excluding South Lake Safety Camp). It is recommended that businesses bring giveaway items or host an activity to encourage participation & draw attendees to your table.

Bronze Level Sponsorship (\$100+), Unlimited:

Our Contributing Level of Sponsorship offers the opportunity for sponsors to have their business name included on the City website and end-of-year “thank you” promotions. Sponsor table access is also granted at a discounted rate of \$25 per event.

Non Profit Organizations: Sponsorships are available at a 20% reduced rate. Organization must provide current 501c3 documentation or IRS verification to verify non-profit status. The total number of available non-profit sponsorship opportunities may be limited.

In Kind Donations: We are also in need of general in-kind donations for special giveaways and prizes including Parks Bingo and Pot O’ Gold. Please let us know if you are interested in donating product or gift certificates!



Sponsorship Benefits

Promote your business and be an integral part of the community!

Benefits	Presenting (Title) Sponsor	Gold Level Sponsor	Silver Level Sponsor	Bronze Level Sponsor
Presenting sponsor of event	X			
Opportunity to speak & introduce event	X			
Logo on promotional materials & website (Logo on T-Shirt for South Lake Safety Camp only)	X	X		
Name announced to attendees during event	X	X	X	
Name on promotional materials & website	X	X	X	
Table/tent space at event (Excludes South Lake Safety Camp)	X	X	X	X (+ \$25.00)
Logo displayed on post event "Thank You"	X	X		
Name displayed on post event "Thank You"	X	X	X	
Promotional material or item stuffed inside goody bag handout	X	X	X	X
Complimentary Rental Hours at the Shorewood Community & Event Center	4 Hours	2 Hours	1 Hour	



Event List

Arctic Fever

The City of Shorewood's Arctic Fever event is held annually during the third weekend of January. This two-day event provides a variety of activities for families to participate in. Friday activities at the Shorewood Community & Event Center bring in 100+ attendees and consist of snow sculptures, a coloring contest, beer tasting, cookie decorating, and more! On Saturday, families can enjoy sleigh rides, ice games, snowshoeing, llamas, and other winter activities. We traditionally see 300-400+ attendees for Saturday activities. Your contribution helps support fun and engaging activities during the cold weather season when many are stuck indoors and eager to come out and play!



Oktoberfest Family Event

In partnership with the Excelsior Morning Rotary and the American Legion Post 259, the City of Shorewood's Oktoberfest event provides family fun for all ages! Families swarm Badger Park in the early afternoon to enjoy bounce houses, face painting, a live DJ, lawn games, food & refreshments, as well as activities provided by our terrific community partners and sponsors. After the activities conclude at Badger Park, the fun continues at the American Legion across the street for a night of live music! Your contribution helps support fun and engaging activities to celebrate the end of summer! *Sponsorship is for Badger Park portion of the event only



SHOREWOOD
COMMUNITY & EVENT CENTER

Join our annual sponsorship campaign and receive complimentary rental at the Shorewood Community & Event Center to host your next meeting or event!

Complimentary Hours of Rental

Presenting Sponsor
4 Hours

Gold Sponsor
2 Hours

Silver Sponsor
1 Hour



Event List

Entertainment in the Park

Each year the City of Shorewood hosts two entertainment events in Freeman Park for our free summer "Entertainment in the Park" series. Official dates and entertainment details are TBD.

Concert in the Park

Our Concert in the Park brings in 175+ community members who enjoy live music, food from a local food truck, yard games, and more! Your contribution assists in providing quality musical entertainment, as well as family friendly activities for attendees of all ages.

Movie in the Park

Our Movie in the Park brings in 100+ community members of all ages to enjoy a movie on the big screen in a unique setting! Your contribution assists in the rental of equipment, licensing fees, as well as family friendly activities for attendees of all ages.



South Lake Safety Camp

In partnership with the Excelsior Fire Department and South Lake Police Department, the City of Shorewood is proud to offer a Safety Camp for kids entering grades 3-5. This program is for residents of Shorewood, Deephaven, Excelsior, Greenwood, and Tonka Bay. Participants spend the day learning about fire and safety in a fun camp environment. Participants have the opportunity to spray a fire hose, learn about bike safety, see K-9 demonstrations, and more! Your contribution assists in the educational activities provided as well as a bike helmet, t-shirt, water bottle, lunch, and snacks for all attendees.



Sponsorship Registration

Company Name (as it should appear in print): _____

Primary Contact First & Last Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Primary Email: _____ Primary Phone: _____

Additional Email (if needed): _____

I am interested in the following sponsorships (select all that apply):

Presenting (Title) Sponsorship:

- Arctic Fever (\$1,500): Friday, January 17 & Saturday, January 18, 2025
- Oktoberfest (\$1,000): Date to be determined
- Concert in the Park (\$750): Date to be determined
- Movie in the Park (\$500): Date to be determined

Annual Sponsorship:

- Gold Level Sponsorship (\$500+)
- Silver Level Sponsorship (\$300+)
- Bronze Level Sponsorship (\$100+)
- In-Kind Donations

- In-Kind Donations are one-time monetary donations, gift cards, goods, etc. that are less than \$100 in total value. These donations are recognized in the City end-of-year "Thank You" to sponsors and may be directed to specific activity/event of your choosing. For non-monetary donations, please consult with city staff to ensure the item fulfills a need.
- Please describe your donation: _____

Have a different idea for sponsorship? We will work with you on a modified sponsorship to fit your needs and goals! Sponsorship amounts can be fulfilled in monetary donations, gift cards, goods, or a combination of the above.

Potential sponsorships will be reviewed to ensure the sponsorship is consistent with the City of Shorewood Parks & Recreation Sponsorship Policy. The City has the right to reject any and all sponsorship proposals.

Signature: _____ Date: _____

Please complete the registration form in full and return to:

City of Shorewood
Attn: Mitchell Czech
5735 Country Club Rd.
Shorewood, MN 55331

Questions? Contact our Parks & Recreation Manager

Mitchell Czech
952-960-7925
mczech@shorewoodmn.gov



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