



For more information about sponsorship:

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[www.facebook.com/104.7WEQY/](http://www.facebook.com/104.7WEQY/)

# Sponsorship Packet 2016



# Event Profile



**Anticipated Attendance:** 6000 +

**Date & Time:** Saturday, August 13th, 12-8 pm

**Location:** 895 E. 7TH Street, 55106

## Promotional Plan

500+ posters delivered to business, schools, libraries in St. Paul  
20,000 postcards distributed at business, events, schools, and libraries  
E-flyer distributed across multiple local newsletters reaching over 5000 subscribers

- Media Releases
- Website information
- Radio broadcasts
- Social Media campaign

# Sponsorship Registration



Business/Organization/Artist  
circle one

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

Contact name: \_\_\_\_\_

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

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

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

Facebook: \_\_\_\_\_

Twitter: @ \_\_\_\_\_

Diamond Sponsorship

Gold Sponsorship

Silver Sponsorship

Food Court Sponsorship

Peoples' Platform Sponsorship

## Payment information

I have enclosed a check made payable to Dayton's Bluff  
Community Council

Please charge my credit card

Card number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Security Code \_\_\_\_\_



The Peoples'  
Platform  
\$2000



About 7th Street  
LIVE



WEQY 104.7 FM envisions a socially, economically and politically powerful East Side by capitalizing on its rich immigrant history and diverse communities. WEQY 104.7 FM serves the East Side as a community anchor, connecting and sparking dialogue across cultures and generations, educating the public, and broadcasting the voices of the East Side

Join the conversation by sponsoring the People's Platform! The Peoples' Platform is a second stage that will feature 3 WEQY programs with their dynamic hosts as well as other music and dance performances. WEQY public affairs hosts will perform their shows live on stage, sparking dialogue with community members around a range of topics.

**This sponsorship includes:**

- Periodic PSAs about your company
- An interview with a representative from your company
- A discussion around a topic related to your company
- Company banner prominently displayed on stage
- Logo on 7th Street LIVE Program

**7th Street LIVE** is an event that uses cultural art and music to create intentional spaces for community building. It supports local artists and local businesses, engages community, and connects people to valuable resources. Attendees can sample foods from around the world from our local restaurants, find valuable resources to help them start their business, sign their kids up for sports programs, and take pride in their diverse and thriving East Side neighborhood. With non-stop entertainment, youth activities, and the best food St. Paul has to offer, 7th Street LIVE is a celebration of community. Hosted by WEQY 104.7 FM, join us and our amazing DJs for a huge party in the streets.



**DIAMOND SPONSORS**  
\$5000

**GOLD SPONSORS**  
\$2500

**SILVER SPONSORS**  
\$1000

### Logo on event webpage

Get your logo front and center on the 7th Street LIVE event page with a direct link to your company's website.

### Logo on flyers and postcards

Share in the buzz and get visibility! All flyers (500) and postcards (20,000) promoting the event across the Twin Cities will include your company's logo.

### Name on volunteer T-shirts

Our amazing volunteers will proudly display your name on their shirts as they assist attendees and keep the festivities going.

### Company name on Program

Be visible to all attendees! Get your company listed on the 7th St program and have your booth identified on the map.

### Public Announcements on the 104.7 WEQY Main Stage

Amplify your reach! In addition to a resounding thank you, our MCs will make spotlight our 7th Street sponsors and your business locations along 7th St.

### On-air Underwriting Spots

Broadcast your message! All Diamond sponsors will get twenty 30 second underwriting spots on WEQY 104.7FM maximizing your reach through our online streaming. \*\$1000 value.



Meet, greet, and EAT! Sponsor the 7th Street LIVE food court. Sit down with community members over the best East Side fare from our local restaurants. From outreach to marketing, keep St. Paul residents in the know about your products or services. Why stand behind a booth, when you can sit with guests for a relaxed conversation over a great meal? Additional benefits include logo on the 7th Street LIVE event web page, volunteer T-shirts, a listing on the program and map, and branding opportunities inside the food court.

Food Court  
Sponsor  
\$1500

