

SPONSORSHIP PACKET

2017



Saturday, August 26, 2017

12 - 6 pm



EVENT PROFILE



Anticipated Attendance: 6,000 +
Date & Time: Saturday, August 26th, 12-6 pm
Location: 895 E. 7th Street, 55106

Promotional Plan

- 500+ posters delivered to businesses, schools, and libraries in St. Paul
- 20,000 postcards distributed at businesses, events, schools, and libraries
- E-flyer distributed across multiple local newsletters reaching over 5,000 subscribers
- Media Releases
- Website information
- Radio broadcasts
- Social Media campaign

About 7th Street Live

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 up their kids 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!



SPONSORSHIP LEVELS

Platinum Sponsors : \$15,000
 Diamond Sponsors: \$5,000
 Gold Sponsors: \$2,500
 Silver Sponsors: \$1,000



BENEFITS

	Platinum	Diamond	Gold	Silver
Meet East Side community leaders: Make connections by meeting local East Side leaders with event organizers and other special guests.	X			
WEQY104.7LPFM on-air promos: <i>Platinum and Diamond</i> sponsors will receive 20 broadcast and online streaming radio spots per week for the 4 weeks leading up to the event. <i>Gold Sponsors</i> will receive 5 radio spots per week for the 4 weeks leading up to the event.	X	X		
Multiple Public Announcements from the Main Stage: Amplify your reach! In addition to a resounding thank you, our MC's will spotlight our 7 th Street LIVE sponsors and your business locations.	X	X	X	
Name on 7th Street LIVE T-shirts: Your company name on the very popular 2017 7th Street LIVE T-shirts.	X	X	X	
Company name on Program: Be visible to all attendees! Get your company listed on the 7 th Street LIVE program and have your booth identified on the map.	X	X	X	X
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.	X	X	X	X
Logo on event webpage: Get your logo front and center on the 7 th Street LIVE event page with a direct link to your company's website.	X	X	X	X



FOR MORE INFORMATION ABOUT SPONSORSHIP:

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@weqy1047



www.facebook.com/104.7WEQY



SPONSORSHIP REGISTRATION



Business/Artist/Organization

Circle one

Name: _____

Contact name: _____

Phone: _____

Email: _____

Address: _____

Facebook: _____

Twitter: @ _____

Check one or more:

Platinum Sponsorship

Diamond Sponsorship

Gold Sponsorship

Silver 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 _____

**SPONSORSHIP
REGISTRATION**

