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 \$2,500 **Gold Sponsors:** \$1,000 **Silver Sponsors:**



BENEFITS

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Meet East Side community leaders:

Make connections by meeting local East Side leaders with event organizers and other special guests.



WEQY104.7LPFM on-air promos:

Platinum and Diamond sponsors will receive 20 broadcast and online streaming radio spots per week for the 4 weeks leading up to the event. Gold Sponsors will receive 5 radio spots per week for the 4 weeks leading up to the event.



Multiple Public Announcements from the Main Stage:

Amplify your reach! In addition to a resounding thank you, our MC's will spotlight our 7th Street LIVE sponsors and your business locations.



Name on 7th Street LIVE T-shirts:

Your company name on the very popular 2017 7th Street LIVE T-shirts.



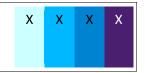
Company name on Program:

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



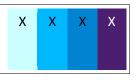
Logo on flyers and postcards:

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.



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.





FOR MORE INFORMATION ABOUT SPONSORSHIP:

Mary Anne Quiroz 651.772.2075 maryanne@daytonsbluff.org www.weqy.org/7th-street-live







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

