



48TH ANNUAL ST. PATRICK'S DAY PARADE

Saturday, March 19, 2022

St. Patrick's Day Parade and Celebration in the Crosslake area is for the entertainment of residents and visitors. Your Crosslake Area Chamber of Commerce along with an energetic volunteer committee made up of local business owners, managers and staff organize an entire slate of fun events which includes the 48th Annual Parade, 8th Annual Clover Dash, Search for the Pot of Gold, Little Miss Shamrock Pageant. Lucky Lanyard Deals & Discounts and many other events and activities associated with this celebration to promote Crosslake and our region.

Gain priceless exposure for your business, generate excitement among your staff and make this event a fabulous Crosslake experience for your family & friends!

48th Annual St. Patrick's Day Parade & Celebration Committee Members

COMMITTEE CHAIR

- **Laura Goerges**, Pequot Manufacturing

COMMITTEE MEMBERS

- **Dawn Maucieri**, Maucieri's Italian Bistro,
- **Heather Jones**, The Log Church
- **Brian Thull**, North Country Lawn Care
- **Brandon Pederson**, Edina Realty
- **Amy Wannebo**, Lakes Area Septic Design and Inspection
- **Melissa Krueger**, Simply Rustic Floral Design
- **Katherine & Cory Palmer**, The Wharf
- **C Bob Heales**, Community Member
- **Cindy Myogeto**, Crosslake Chamber of Commerce

We appreciate your support and participation to market, promote, host, and enjoy this grand event!

To help secure the continued exposure and success of this celebration, please choose a level of sponsorship which will support the event, defray event costs, and promote your business to thousands!



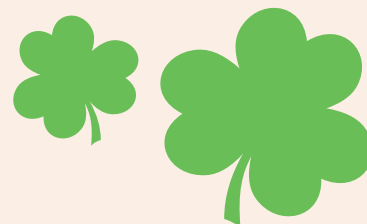
All of the traditional St. Patrick's Day Parade and Celebration activities are being planned following a 2-year hiatus and we are expecting record attendance. In recent years, the event has seen substantial growth, gained statewide media exposure and in 2018 was named "Best St. Patrick's Day Celebration in the State of Minnesota" by WCCO viewers!



CROSSLAKE

Chamber of Commerce

Partner of the Brainerd Lakes Chamber of Commerce



SPONSOR BENEFITS

“EMERALD” Sponsorship: \$4,000 – SOLD: Quality Fabricating and Radtke Services

Enjoy all the benefits of GOLD level sponsorship PLUS:

- Business logo displayed on 8' yard banners at Crosslake Chamber Welcome Center and other various establishments and businesses throughout Crosslake.
- Business logo on St. Pat's Parade print advertising purchased with more than 35,200 impressions in the Echo/Northland Press.
- Business name mention on more than 30 St. Pat's Parade radio ads purchased.
- Business logo featured on banner leading parade, carried by representatives from your business.
- Entrance to preferred parade lineup area in Town Square.
- Business float leading the parade behind the color guard and officials.
- Business logo on 2,000 promotional items for sale at events and businesses prior to and during event.
- Eight complimentary promotional items.
- The Platinum Sponsor may be invited to attend additional promotional opportunities, and we appreciate your willingness to be flexible with short notice.

“BREW” Sponsorship: \$1,500 – SOLD: Dahlheimer Beverage/Coors Light

Enjoy all the benefits of Benefits of GOLD level sponsorship PLUS:

- Exclusive opportunity to provide beer vending at St. Patrick's Day festivities in Crosslake Town Square via catering license with Crosslake based establishment.
- Sponsor must provide and hang 6' general event banners at (10-11) Chamber establishments in Crosslake on or before January 31, 2022 and provide additional banners for other event needs as requested by Chamber. Not to exceed 25 banners.
- All banners may be branded with Platinum Sponsor Logo and Brew sponsors choice of beverage logo and Chamber logo. Banners must be designed and/or approved by Chamber personnel.
- Chamber and Brew Sponsor will promote Brew Sponsors choice of beverage to establishments as a promotional item Special. Chamber cannot guarantee compliance as this is at the discretion of establishments.
- Chamber will not print competing brands on Chamber produced promotional item literature.

“SPIRIT” Sponsorship: \$1,500 – Commitment Date: February 14, 2022, for maximum benefits

Enjoy all the benefits of Benefits of GOLD level sponsorship PLUS:

- Exclusive opportunity to promote brand at St. Patrick's Day festivities in Crosslake Town Square via catering license with Crosslake based establishment.
- Sponsor may provide fliers/posters to be branded with Platinum Sponsor Logo and Spirit sponsors choice of beverage logo and Chamber logo. Banners must be designed and/or approved by Chamber personnel.
- Chamber and Sponsor will promote sponsors brand to establishments as a promotional item Special. Chamber cannot guarantee compliance as this is at the discretion of establishments.
- Chamber will not print competing brands on Chamber produced promotional item literature.

“GOLD” Sponsorship: \$500 (20 available) – Commitment Date: February 14, 2022, for maximum benefits

Enjoy all the benefits of Benefits of SILVER Sponsorship PLUS:

- Business name mention in Brainerd Lakes Chamber Swell email blast, sent to approximately 3,000 member reps.
- Business name mention on R&J Radio – WWVI am live broadcast preceding the event.
- Business name mention on Hubbard Broadcasting “Community Focus” radio WJJY program preceding the event.
- Top 20 float placement in parade behind the color guard, officials, and platinum sponsor.
- Four complimentary promotional items.

“SILVER” Sponsorship: \$300 (20 available) – Commitment Date: February 14, 2022, for maximum benefits

- Business name listed on Thank you sponsor banner at Chamber Welcome Center during event and 30 days following event.
- Business name listed by sponsorship level on the Chamber websites.
- Business Name Featured on the Crosslake App.
- Business name on St. Pat's Parade print advertising purchased in the Echo/Northland Press, more than 35,200 impressions.
- Business name placed on various promotional materials including 1500 fliers distributed community wide.
- Business name or logo on St. Pat's Celebration Facebook page with link to your page(s).
- Entrance to preferred parade lineup area in Town Square.
- Top 40 float placement in parade behind the color guard, officials, features, platinum, and gold sponsors.

“COPPER” Sponsorship: \$150 (unlimited) – Commitment Date: March 11, 2022

- Business name listed by sponsorship level on the Chamber websites.
- Business advertisement (8-1/2" x 11" laminate) on the front of a portable restroom on parade route (your design or ours).

PLEASE ACCEPT MY SPONSORSHIP TO SUPPORT THE CELEBRATION AND PROVIDE MY BUSINESS WITH THE MARKETING BENEFITS ASSOCIATED WITH THIS LEVEL:

- Spirit Sponsor (\$1,500) Gold Sponsor (\$500) Silver Sponsor(\$300) Copper Sponsor (\$150)

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Mobile Phone: _____

Email: _____

Signature: _____

Total Investment: \$ _____

- Check enclosed (payable to Crosslake Chamber of Commerce) Invoice me (I'm a Chamber Member) Contact me for credit card info

NOTE: While the Chamber and St. Pat's Day committee strive to comply with benefits listed, some details of sponsorship may be subject to change. Sponsorships are not refundable due to Federal, State and City laws enacted which may prohibit the event execution on the event date. **SPONSORSHIP MUST BE PAID IN FULL BY COMMITMENT DATES.**

Make checks payable and mail with this agreement to: Crosslake Chamber of Commerce, P.O. Box 315, Crosslake, MN 56442

- Please supply me with Lucky Lanyards to sell to patrons @ \$6 each, with proceeds benefiting the Chamber. List the following as my businesses deal or discount valid Fri. and Sat. March 18-19, 2022.

- My business is hosting a special activity on parade weekend! Please list these details on www.Crosslake.com & the Crosslake app.

- My business will donate an item valued at, \$ _____, for the prize basket awarded to the finder of the Pot O' Gold.

Item Description: _____

QUESTIONS:

Cindy Myogeto, Crosslake Chamber Director

Cindy@Crosslake.com | (218) 692-4027

Laura Goerges, Committee Chair, Pequot Manufacturing

LGoerges@PequotTool.com | (651) 587-7601

The Crosslake Chamber of Commerce a proud partner of the Brainerd Lakes Chamber & the St. Patrick's Day Committee reserve the right to make final decisions regarding marketing consistency and event organizational needs.

