

# **HOYT LAKES WATER CARNIVAL 2018**

**JULY 26, 27, 28, 29, 2018**

## **Sponsorship Package**

Hoyt Lakes Water Carnival Committee, Inc.

PO Box 219, Hoyt Lakes, MN 55750

Phone/Fax: 218.225.2654

Website: [www.hoytlakescarnival.com](http://www.hoytlakescarnival.com)

Email: [info@hoytlakescarnival.com](mailto:info@hoytlakescarnival.com)

Phone/Fax: 218.225.2654  
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2018

Dear Business/Organization:

The Hoyt Lakes Water Carnival began in 1955 as a community picnic to introduce neighbors brought in by the newly formed Erie Mining Company in Hoyt Lakes. The tradition has continued since that date and has become a major attraction to Northern Minnesota and our surrounding communities. The tradition is kept alive with the original picnic for the community members and w variety of activities to suit every age and interest.

Our committee is a non-profit 501c corporation and we depend on donations, sales and fundraisers to support the Carnival. If you have donated in previous years, we thank you for your past generous contributions to this event and we look to you again for help to bring the 63<sup>rd</sup> Hoyt Lakes Water Carnival together as an enjoyable event for all of our citizens, businesses and attendees. Please consider a sponsorship option for this year's event. We hope your pride in our local communities, the influx of people, which generates business for all of us during that weekend, will influence you to donate to this festival. This, of course, is not to mention an enjoyable occasion that will be had by everyone.

Sponsorships and donations of any amount will be greatly appreciated. We are enclosing a Sponsorship Package for you to consider. If you have any questions or are interested in helping, we would welcome your inquiries and your support. If you would like your contribution to support a particular event during the weekend, please see the attached list of events and indicate which event you or your company would like to sponsor. Please send your donations to the address on the letterhead. If you prefer, you can contact us and we can pick up your sponsorship/ donation in person.

We thank you in advance for your support and we look forward to seeing you at the 63<sup>rd</sup> Hoyt Lakes Water Carnival celebration!

Sincerely,

**The Hoyt Lakes Water Carnival Committee**

Dan Darbo, President  
Brad Carlson, Vice President  
Cherie Grams, Secretary  
Connor Michels, Treasurer  
Nikki Swanson

Rachel LaCount  
Sarah Lund  
Geneva Evans  
Miranda Clark  
Shannon Alaspa, Parade Chair

## **Executive Summary**

<b>What:</b>	2018 Hoyt Lakes Water Carnival Celebration
<b>When:</b>	Thursday, Friday, Saturday and Sunday July 26, 27, 28 and 29, 2018
<b>Where:</b>	Hoyt Lakes, Minnesota
<b>Why:</b>	Celebrate the City of Hoyt Lakes and the Citizens of Hoyt Lakes and Surrounding Communities
<b>Audience:</b>	Several thousands of people throughout the four days
<b>Demographics:</b>	Children, Teenagers, Adults, Families, Senior Citizens. Diverse Celebrations and entertainment planned to embrace all who attend
<b>Attractions:</b>	One of the largest softball tournaments in Minnesota, Professional Water Ski Show, Parade, Outdoor Music featuring a variety of National and local music for all audiences, Fireworks, various other competitive events, food, games and many, many other displays and artists
<b>Sponsorship Opportunities:</b>	Gold, Silver, Bronze and Supporting Sponsor Sponsor an Event of Your Choice
<b>Vendors:</b>	Many food and beverage vendors, as well as novelty vendors
<b>Organization:</b>	Hoyt Lakes Water Carnival Committee, Inc. is a 501c non-profit organization
<b>Vision:</b>	To promote the City of Hoyt Lakes as an active community and bring together the surrounding communities in a celebration of our area. It will serve as a catalyst to generate new programs, forge and renew enduring partnerships, accelerate key projects and cultivate awareness of this beautiful region

# Hoyt Lakes Water Carnival

## Sponsor Options

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### **Gold Sponsor: Investment - \$2000**

**Website** – recognition on event website as a Gold Sponsor

**Print Advertising** – Your logo and recognition on all print advertising as a Gold Sponsor

**Ball Field Fencing** – Banner space on fencing

**Radio** – Special mention as a sponsor in at least 50 radio promo spots

**Booth** – Free booth space for display of your product or service information

**Event Admission** – 8 free passes

### **Silver Sponsor: Investment - \$1000**

**Website** – recognition on event website as a Silver Sponsor

**Print Advertising** – Your logo and recognition on all print advertising as a Silver Sponsor

**Ball Field Fencing** – Banner space on fencing

**Radio** – Special mention as a sponsor in some radio promo spots

**Event Admission** – 6 free passes

### **Bronze Sponsor: Investment - \$500**

**Website** – recognition on event website as a Bronze Sponsor

**Print Advertising** – Your logo and recognition on all print advertising as a Bronze Sponsor

**Ball Field Fencing** – Banner space on fencing

**Event Admission** – 4 free passes

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### **Supporting Sponsor: Investment - \$100**

**Website** – recognition on event website as a Supporting Sponsor

**Event Admission** – 2 free passes

## **Deadline for Sponsorship is June 15**

**Any Donation – Large or Small -  
will be appreciated and recognized in newspaper print following event.**

# Hoyt Lakes Water Carnival

## Event Sponsorship

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If you would like your contribution to support a particular event during the weekend, please indicate which event you or your company would like to sponsor.

Parade	_____
Fireworks	_____
Water Show	_____
Softball Tournament	_____
Holey Boards	_____
Bean Bags	_____
Kids' Games	_____
Kids' Entertainment	_____
Hot Dog Eating Contest	_____
Ice Cream Social	_____
ME Jazz Band	_____
Golf Tournament	_____
Turtle Races	_____
Beach Party	_____
Adult Sand Pile	_____
Live Music/Entertainment	_____

**Deadline for Sponsorship is June 15**

**Any Donation – Large or Small -  
will be appreciated and recognized in newspaper print following event.**

# Hoyt Lakes Water Carnival

## SPONSORSHIP FORM

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If you are interested in being a sponsor, please check one of the following:

\_\_\_\_\_ **Gold Sponsor: \$2000**

\_\_\_\_\_ **Silver Sponsor: \$1000**

\_\_\_\_\_ **Bronze Sponsor: \$500**

\_\_\_\_\_ **Supporting Sponsor: \$100**

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

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

Contact Person: \_\_\_\_\_

Phone No.: \_\_\_\_\_

If you are considering sponsorship of a certain event and would like to meet in person to discuss additional possibilities that would benefit your particular business or organization, please feel free to call our office at 218-225-2654 at any time. Thank you.

**Deadline for Sponsorship is June 15**