



# Sponsorship Opportunities

24th Annual

July 8, 2023

*One of the largest summer arts & craft fairs in the Twin Cities*

Anoka Riverfest & Craft Fair draws over 25,000 enthusiastic visitors and shoppers who come from miles around to see more than 150 juried artisans exhibiting their creative and original work. This free, family-oriented event also includes a wide variety of fair-style food favorites and more.

In addition to the many benefits of being a Riverfest sponsor, it's a great opportunity to showcase your business to 25,000+ people in the northern metro area...in just one day!

The following pages include a description of the many sponsorship opportunities for Riverfest.



Don't miss your opportunity to give your business the face-to-face exposure that increases name recognition and drives new business. ***Last year, sponsorships for this event sold out!!*** Some sponsorship opportunities are limited, so please contact us today to secure your first choice.

[www.AnokaRiverfest.org](http://www.AnokaRiverfest.org)



12 Bridge Square | Anoka, MN 55303 | (763)421-7130

For more information contact:

Peter Turok

President, Anoka Area Chamber  
of Commerce

763-421-7130

Pete@AnokaAreaChamber.com

## Community sponsorship is vital to our continued success.

**PREMIER SPONSOR**—*Limited to one*

**\$5,000**

Our Premiere Sponsor is the lead sponsor on all marketing materials and advertising.

### Benefits:

- A covered 10' x 10' booth space in a prime location. (This includes tent, tables & two chairs).
- Your logo featured on the all event literature as the Premiere Sponsor!
- Corporate logo featured on all main entrance signs and on-site signage stating your business is the Premiere Sponsor.
- Inclusion on the official Anoka Riverfest & Craft Fair website. [www.AnokaRiverfest.org](http://www.AnokaRiverfest.org).
- Your corporate logo included in *all* advertising including:
  - **WCCO Radio**-exposure to 300,000 listeners.
  - **ECM Publications**—(2 issues ea.) *Anoka Co. Shopper* and various ECM publications in the metro area- PLUS a special insert one week prior. (distribution 300,000).
  - **Minneapolis Star Tribune**-Statewide distribution-Over 430,000 impressions
  - 150 promotional posters and 1000 fliers.
  - Inclusion in 10,000+ fliers distributed on the day of the event.



**The deadline for your corporate logo is April 1st**

## OFFICIAL SPONSOR-*Limited availabilities*

**\$1,500**

There are ONLY 4 Official Sponsorships available. This will ensure high exposure for your business at the main corner!

### **Benefits**

- As an Official Sponsor you will receive a covered 10' x 10' booth space in THEE best high traffic corner of this event! *(This includes tent, tables & two chairs).*
- Your corporate logo featured on all main entrance signs and on-site signage and on all marketing materials and advertising.
- Inclusion on the official Anoka Riverfest & Craft Fair website. [www.AnokaRiverfest.org](http://www.AnokaRiverfest.org).
- Your corporate logo included in *all* advertising including:
  - ECM Publications-(2 issues ea.) *Anoka Co. Shopper* and various ECM publications in the metro area- PLUS a special insert one week prior. (distribution 300,000).
  - Minneapolis Star Tribune-Statewide distribution-Over 430,000 impressions
  - 150 promotional posters and 1000 fliers.

## NON-CRAFTER STREET SPONSOR-*Limited availabilities*

**\$1,000**

A very limited number of these Sponsorships are available. This will ensure high exposure for your business within the event area!

### **Benefits**

- As a Non-Crafter Street Sponsor you will receive a 10 x 10 space within the event area. *(A tent will not be provided)*
- Inclusion on the official Anoka Riverfest & Craft Fair website. [www.AnokaRiverfest.org](http://www.AnokaRiverfest.org).
- Corporate logo featured on all main entrance signs and on-site signage.
- ***A very limited number of these are available!!!***
- Your corporate logo included in *all* advertising including:
  - ECM Publications-(2 issues ea.) *Anoka Co. Shopper* and various ECM publications in the metro area- PLUS a special insert one week prior. (distribution 300,000).
  - Minneapolis Star Tribune-Statewide distribution-Over 430,000 impressions
  - 150 promotional posters and 1000 fliers.

*If giving something away at your booth, please don't give away Bottled Water.  
The Riverfest Committee sells Bottled Water at the event to help with event expenses!*

**The deadline for your corporate logo is April 1st**

**RIVERFEST “KIDS ZONE” SPONSOR— Limited to one****\$1,000**

The “Kids Zone” features hands on art opportunities for kids!

**Benefits:**

- Our **Kids Zone** Sponsor will be recognized on **all** marketing materials and advertising.
- Signage with your logo at the location of the Kids Zone.
- Your logo featured on all main entrance signs and on-site signage.
- Inclusion on the official Anoka Riverfest & Craft
- Your logo included in **all** advertising including:
  - ECM Publications-(2 issues ea.) *Anoka Co. Shopper* and various ECM publications in the metro area-PLUS a special insert one week prior. (distribution 300,000).
  - Minneapolis Star Tribune-Statewide distribution-Over 430,000 impressions
  - 150 promotional posters and 1000 fliers.

**INFORMATION BOOTH SPONSOR-Limited to one****\$1,500**

The information booths are a central source of activity. Thousands of people use it!

**Benefits:**

- As the **Information Booth Sponsor** your corporate logo will be featured prominently on the two information booths. Your logo will be featured on **all** marketing materials and advertising.
- You will receive a 10 x 10 space within the event area. (A tent will be provided)
- Inclusion on the official Anoka Riverfest & Craft Fair website. [www.AnokaRiverfest.org](http://www.AnokaRiverfest.org).
- Your logo included in **all** advertising including:
  - ECM Publications-(2 issues ea.) *Anoka Co. Shopper* and various ECM publications in the metro area-PLUS a special insert one week prior. (distribution 300,000).
  - Minneapolis Star Tribune-Statewide distribution-Over 430,000 impressions
  - 150 promotional posters and 1000 fliers.

**RIVERSIDE MUSIC STAGE SPONSOR-Limited to one****\$1,500**

The Riverside Music Stage features different groups performing throughout the day. The entertainment is enjoyable, and it is a pleasant place to sit and relax.

**Benefits:**

- Our **Riverside Music Stage** Sponsor will be recognized on **all** marketing materials and advertising.
- Signage on at the Main Performance Stage
- Your logo featured on all main entrance signs and on-site signage.
- Inclusion on the official Anoka Riverfest & Craft Fair website, [www.AnokaRiverfest.org](http://www.AnokaRiverfest.org).
- Your logo included in **all** advertising including:
  - ECM Publications-(2 issues ea.) *Anoka Co. Shopper* and various ECM publications in the metro area-PLUS a special insert one week prior. (distribution 300,000).
  - Minneapolis Star Tribune-Statewide distribution-Over 430,000 impressions
  - 150 promotional posters and 1000 fliers.

**SUPPORTING SPONSOR****\$100****Benefits:**

- As a **Supporting Sponsor** your corporate logo will be on pointed advertising pieces and at the event site.
- Your logo featured on all main entrance signs and on-site signage.
- Inclusion on the official Anoka Riverfest & Craft Fair website. [www.AnokaRiverfest.org](http://www.AnokaRiverfest.org)
- Your logo on print advertising featuring local and statewide venues
- 150 promotional posters and 1000 fliers.



# Sponsorship Commitment Form

I would like to be a sponsor of Anoka Riverfest & Craft Fair at the following level:

|                          |   |         |
|--------------------------|---|---------|
| <input type="checkbox"/> | Premier Sponsor-Limited to one                    | \$5,000 |
| <input type="checkbox"/> | Official Sponsor-Limited to four                  | \$1,500 |
| <input type="checkbox"/> | Non-Crafter Street Sponsor-Limited availabilities | \$1,000 |
| <input type="checkbox"/> | Riverfest "Kids Zone" Sponsor-Limited to one      | \$1,000 |
| <input type="checkbox"/> | Information Booth Sponsor-Limited to one          | \$1,500 |
| <input type="checkbox"/> | Riverside Music Stage Sponsor--Limited to one     | \$1,500 |
| <input type="checkbox"/> | Supporting Sponsor                                | \$100   |

Business or Sponsor Name: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Business Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Credit Card (VISA/MC)#: \_\_\_\_\_ Exp. Date : \_\_\_/\_\_\_

Yes, I would like my corporate logo used on advertising materials.  
Only applicable with some sponsorships.

**Deadline for logo submission is April 1st.**

**Please submit completed application to:**

**Anoka Area Chamber of Commerce**  
Attn: Peter Turok  
12 Bridge Square  
Anoka, MN 55303  
763-421-7130  
Fax: 763-421-0577

