

2018

# MARKETING OPPORTUNITIES



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# MORE THAN MARKETING.

Aligning your business with Greater Mankato Growth through our menu of marketing opportunities positions you to reach more than 975 businesses and thousands of people in the Greater Mankato region. Whether an ad in the eNewsletter or a top level sponsor - we offer a variety of opportunities to fit all types of businesses. Your investment not only helps to advance your business but also supports our many facets of work, from hosting high profile events to linking businesses with critical resources and information (to name a few).

To sign up for the marketing opportunities in this booklet, visit [greatermankato.com/marketing](http://greatermankato.com/marketing) and complete the online agreements for the opportunity you want. After you have signed up for an opportunity, you will receive an email indicating we have received it and letting you know that the opportunity is either “confirmed” or “in queue” for a drawing of all eligible sign-ups. If you fail to receive this email or have questions after receiving it, please feel free to call us at **507.385.6640**.



[greatermankato.com](http://greatermankato.com)

# SIGN-UP DETAILS & PROCESS

Some Marketing Opportunities are limited. To be fair to all members, we utilize the following process:

1

## **2018 agreements submitted online through November 1, 2017:**

Members who sign up by this date have the best chance of getting the 2018 marketing opportunities they want. All online agreements will be collected through midnight November 1, with a drawing held for those marketing opportunities where demand exceeds supply.

2

## **2018 agreements submitted on and after November 2, 2017:**

All remaining marketing opportunities as of this date will be available on a first-come, first-served basis. The marketing opportunities site will be updated continuously throughout the year, so you will always know what opportunities may still be available.





# **ADVERTISING & PROMOTIONS**

**Eligibility: All GMG members are eligible to sign up for the following opportunities unless otherwise noted.**

**SIGN UP FOR ANY OPPORTUNITY AT:  
[greatermankato.com/marketing](http://greatermankato.com/marketing)**

## MEMBER ENEWS ADVERTISING

Promote your business and special offers in the Member-2-Member section of GMG eNews, emailed every Tuesday to approximately 2,500 business representatives. \*Note: Limit of three ads run in a row by the same business. Ads will be rotated and placed in a random order each week to maximize visibility of all advertisers.

### **eNews Ads \$55 per week** (5 available per week)

- Includes 45 words (including title line)
- Link to your website
- One image can be submitted

## MEMBER MAILING LIST

Purchase an up-to-date list with mailing addresses of all current member businesses or representatives. Good for one use only. Prior approval of item being mailed is required.

### **List of Primary Contacts - \$150**

One time use of mailing list in spreadsheet form that includes approximately 975 representatives from GMG member businesses.

### **List of all Representatives - \$225**

One time use of mailing list in spreadsheet form that includes approximately 3,600+ representatives from GMG member businesses.

## ONLINE BUSINESS DIRECTORY LISTING & ADS

Our Greater Mankato Online Business Directory is featured throughout our website.

### **Member Listings w/ Link to Customized Business Page -**

*(included in your membership!)*

All businesses in the Greater Mankato region are listed in our online business directory. Only GMG member listings are “clickable” – with a link to your customized business page. Your membership level will determine your type and number of listings. See membership descriptions for more information.

### **Ad on main page - \$150 per month, \$750 for 6 months or \$1,500 for year**

Banner ad or square ad, each rotating with up to two other ads on the main page of directory.

### **Ad on category page - \$100 per month, \$500 for 6 months or \$1,000 for year**

Banner ad or square ad, each rotating with up to two other ads on one of the high level category pages of directory.

### **Ad on sub-category page - \$75 per month, \$400 for 6 months or \$750 for year**

Banner ad or square ad, each rotating with up to two other ads on one of the sub-category pages of directory.

## ONLINE COUPONS

Reach the audience you want online with electronic coupons and offers! Ability to add coupons with this easy online coupon generator, with deals featured on the Greater Mankato and Visit Mankato websites.

## MEMBER NEWS

Post your business news releases, employee news and/or recognitions as well as articles or other news featuring your business on [greatermankato.com](http://greatermankato.com)! Visit [greatermankato.com/member-news](http://greatermankato.com/member-news) to learn more.

## GUIDE TO VISITING AND LIVING IN GREATER MANKATO

45,000 Guides to Visiting and Living in Greater Mankato will be published for 2018 and distributed to Visitors and Relocating residents. Greater Mankato Growth members get 10% off advertising in the guide. Please contact Jordan ([greer@mankatofreepress.com](mailto:greer@mankatofreepress.com)) at The Free Press to find out more and sign up.



# MEMBER EVENTS & PROGRAMS

**Eligibility:** Engaged level and higher GMG members are eligible to sign up for the following opportunities unless otherwise noted.

**SIGN UP FOR ANY OPPORTUNITY AT:**  
[greatermankato.com/marketing](http://greatermankato.com/marketing)

## BUSINESS AFTER HOURS

**HELD MONTHLY (EXCLUDING MAY & OCTOBER)  
5 – 7 PM (\*TYPICALLY 1<sup>ST</sup> TUESDAY OF MONTH)  
VARYING MEMBER BUSINESSES**



Business After Hours provides an informal atmosphere for business members and their employees to meet and network with fellow members of the business community.

**PROJECTED ATTENDANCE:** 125 per month

**AUDIENCE:** Members & their employees

### **PRESENTING SPONSORSHIP - \$2,500**

*(1 available per year)*

- Logo recognition
  - Annual schedule postcard
  - MN Valley Business Journal (GMG member events)
  - Online event page with link to website
  - GMG eNews
- Opportunity to speak at all 10 events
- Names of attendees following each event
- Month of choice to host Business After Hours (excluding May & October)

### **MONTHLY HOST - \$550**

*(9 available per year)*

- Host provides hors d'oeuvres, refreshments and tells attendees about business
- Name on annual schedule postcard
- Name in MN Valley Business (GMG member events)
- Name on online event page with logo and info about your business and event
- Write-up about your event in eNews
- Names of attendees following each event





## BUSINESS BEFORE HOURS

**HELD MONTHLY**

**7:30 – 9 AM (\*TYPICALLY 3<sup>rd</sup> WEDNESDAY OF MONTH)**

**VARYING MEMBER BUSINESSES**



Business Before Hours provides an informal atmosphere for business members and their employees to meet and network with fellow members of the business community.

**PROJECTED ATTENDANCE:** 120 per month

**AUDIENCE:** Members & their employees

**PRESENTING SPONSORSHIP - \$1,750**

*(1 available per year)*

- Logo recognition:
  - Annual schedule postcard
  - MN Valley Business Journal (GMG member events)
  - Online event page with link to website
  - GMG eNews
- Opportunity to speak at all 12 events
- Names of attendees following each event
- Month of choice to host Business Before Hours

**MONTHLY HOST - \$450**

*(11 available per year)*

- Host provides hors d'oeuvres, refreshments and tells attendees about business
- Name on annual schedule postcard
- Name in MN Valley Business (GMG member events)
- Name on online event page with your logo and info about your business and event
- Write-up about your event in eNews
- Names of attendees following each event



## **GREATER MANKATO YOUNG PROFESSIONALS**



This professional development program for young professionals age 21-40 holds at least two events monthly. Sponsorship of the Greater Mankato Young Professionals (YP) program gets your business noticed by the more than 225 individuals in the program, as well as thousands of others interested in developing, retaining and connecting talent in our community.

### **PRESENTING SPONSORSHIP - \$2,000**

*(1 exclusive available per year or 3 shared at \$650 per sponsor)*

- Logo on materials promoting the program
- Logo on all YP event registration pages
- Logo on signage at each YP event
- Logo on online program page with link to your website
- Logo in at least 2 editions of GMG eNews
- Live thank you at each YP event
- Opportunity to speak at and/or host a YP event
- Thank you at the YP Annual Business Meeting

### **EVENT SPONSORSHIP -**

**\$350 or provide \$350 value in food/beverage/ space for approximately 50-70**

*(20 available per year)*

- Logo on online event registration page with link to your website
- Live thank you at event and opportunity to speak
- Option to provide promotional offers or items at the event



# GREATER MANKATO LEADERSHIP INSTITUTE



## **2018 - 2019 (SEPTEMBER - MAY)**

Reach our area's current and emerging leaders by sponsoring this program that has been providing comprehensive leadership training with a personal, professional and community focus for the past 33 years. This program runs from September - May each year.

### **PROGRAM SPONSORSHIP - \$1,000**

*(2 available per program year)*

- Logo on materials and signage used in every class
- Logo in MN Valley Business feature story
- Logo on online program page with link to your website
- Logo in 2 editions of GMG eNews
- Opportunity to speak at opening session
- Invite to graduation event in May, live thank you at event and invitation to speak
- Opportunity to host a session at your business (space permitting)

### **SESSION SPONSORSHIP**

**\$350 or provide \$350 value in food/  
beverage/space for 45**

*(11 available per year)*

- Logo on class materials for the session sponsored
- Recognition and opportunity to speak at class session during lunch
- Option to provide promotional offers/ items to the class



# GREATER MANKATO BUSINESS AWARDS & HALL OF FAME



**BUSINESS AWARDS  
& HALL OF FAME**

**NOVEMBER 13  
VERIZON CENTER BALLROOM**

This is Greater Mankato's premier business awards event. Sponsors support the growth of area businesses and receive exposure to 400+ attendees and thousands more via extensive pre and post event promotion.

**PROJECTED ATTENDANCE:** 450 - 525

**AUDIENCE:** Members, their employees, clients, friends and family.

## **PRESENTING SPONSORSHIP - \$2,500**

*(1 available per year)*

- Logo with words "presented by" on all event materials including:
  - Event invitations
  - MN Valley Business event feature
  - Online event page with link
  - Program, signage and AV presentation at event
- Name in at least one edition of GMG eNews
- Live thank you at the event
- 2 tables for 8 (premier placement)

## **EVENT SPONSORSHIP - \$1,500**

*(3 available per year)*

- Name on event invitations
- Name in MN Valley Business event feature
- Logo on online event page with link
- Name on program, signage and AV presentation at event
- Live thank you at the event
- 1 table for 8 (premier placement)

## **DINNER SPONSORSHIP - \$1,500**

*(1 available per year)*

- Everything included in 'Event Sponsorship'
- Special identification as the dinner sponsor

## **VIDEO SPONSORSHIP - Production of Video**

*(1 available per year)*

- Logo on video
- Name on program and AV presentation at event
- 1 table of 8 (premier placement)

## **TABLE SPONSORSHIP - \$700**

- Name on program and AV presentation at event
- 1 table for 8

# GREATER MANKATO GROWTH, INC. ANNUAL MEETING



**MARCH 8**  
**MINNESOTA STATE UNIVERSITY, MANKATO**

Greater Mankato Growth, Visit Mankato and City Center Partnership come together with the business community and member businesses to share the accomplishments of the current year and celebrate the vision for the future. Join us as we applaud those businesses, organizations, and individuals who partner with us to be the voice of business, create jobs and help our members and business community thrive.

**PROJECTED ATTENDANCE:** 350 - 400

**AUDIENCE:** Area business leaders, dignitaries,  
Greater Mankato Growth Inc. Boards of Directors

## **EVENT SPONSORSHIP - \$900**

*(10 available per year)*

- Logo in MN Valley Business feature about the event
- Logo on online event page with link to your website
- Name on program, signage and AV presentation at event
- Live thank you at event
- 1 table for 8 (premier placement)



# GREATER MANKATO ON THE GREEN



**JULY 9  
MANKATO GOLF CLUB**

Our annual golf event is filled with networking and camaraderie as well as lots of fun at a premier tournament. Scramble format with shotgun start at noon includes exciting prizes and challenges offered for all golfers.

**PROJECTED ATTENDANCE:** 144 golfers (plus sponsors, volunteers, and staff)

**AUDIENCE:** Business leaders, their clients and GMG volunteers

**PRESENTING SPONSOR - *sold out for 2018***  
**\$5,000 for 2 years or \$4,000 for 1 year**  
*(1 available per year)*

- Logo with “presented by” as part of event title on all materials including:
  - Event invitations
  - MN Valley Business
  - Online event page with link to your website
  - All signage
- Name in two editions of GMG eNews
- Promotional activity on putting green
- 2 golf foursomes
- 4 dinner tickets

**FLAG SPONSORSHIP - *sold out for 2018***  
**\$3,000 for 2 years or \$2,000 for 1 year**

- Logo recognition on flags at each hole on the course
- 1 golf foursome
- 1 hole sponsorship

**GOLF CART SPONSORSHIP \$1,750**  
*(1 available per year)*

- Logo on signage on 75 golf carts
- Option to have business vehicle in cart parking area
- 1 golf foursome
- 1 hole sponsorship

**19TH HOLE SPONSORSHIP - \$1,500**  
*(1 available per year)*

- Logo on signage at social in clubhouse
- Logo on online event page with link to your website
- Opportunity to address the golfers during the social
- 2 dinner tickets
- 2 golfers
- 1 hole sponsorship

**DINNER SPONSORSHIP - \$1,250**  
*(1 available per year)*

- Logo on signage at dinner
- Opportunity to address golfers at dinner
- 2 golfers
- 1 hole sponsorship

## **GIFT SPONSORSHIP - \$1,200**

*(1 available per year)*

- Name/logo on each item
- Opportunity to greet golfers
- 1 lunch ticket
- 1 golfer

## **LUNCH SPONSORSHIP - \$1,000**

*(1 available per year)*

- Logo on signage at lunch
- Opportunity to welcome golfers at lunch
- 2 lunch tickets
- 1 golfer

## **BEVERAGE CART SPONSORSHIP - \$1,000**

*(1 available per year)*

- Logo recognition on beverage carts
- Opportunity to provide your own beverage cart
- Opportunity for business representative to ride along during the tournament
- 2 dinner tickets

## **REGISTRATION SPONSORSHIP - \$750**

*(1 available per year)*

- Logo on registration signage
- Opportunity to hang banner in registration area
- Opportunity to greet golfers
- 2 lunch tickets

## **TARGET SPONSORSHIP - \$750**

*(1 available per year)*

- Logo on target at “Closest to the Target” chipping contest
- t
- Opportunity to greet golfers on the driving range
- Opportunity to announce, “Closest to the Target” winner
- Photo opportunity with contest winner and GMG Inc.’s President & CEO

## **HOLE SPONSORSHIP - \$375**

*(36 available per year)*

- Logo on signage at designated hole
- Opportunity to have an activity on the course
- Prizes awarded to best themed tee or green (golfers/sponsors/volunteers will cast their votes throughout the tournament...winners will be announced at the dinner)



An aerial photograph of a community event taking place in front of a large brick building with a sign that reads "verizon center". The event is held on a grassy area where many people are sitting on blankets or the ground. There are several white vans parked in the lot in front of the building. A small white tent with "MC MedExpress" branding is set up on the grass. The overall scene is a busy, outdoor community gathering.

# **COMMUNITY EVENTS & PROGRAMS**

**Eligibility:** Engaged level and higher GMG members are eligible to sign up for the following opportunities unless otherwise noted.

**SIGN UP FOR ANY OPPORTUNITY AT:  
[greatermankato.com/marketing](http://greatermankato.com/marketing)**



## PRIME YOUR BUSINESS



**MAY 1 & OCTOBER 2**  
**VARIOUS LOCATIONS**

Prime Your Business is designed to be the premier business event of the year for Greater Mankato Growth. Businesses spotlight products, services and aspects of their business, while at the same time gaining contacts and having new and innovative idea exchanges with businesses from across the region...all in a fun and energized environment. This event is held **twice a year** and offers member businesses the perfect opportunity to connect with Greater Mankato's finest.

**PROJECTED ATTENDANCE:** 500 - 750

**AUDIENCE:** Members, their clients and employees

### **PRESENTING SPONSORSHIP - \$2,500**

*(1 available per event)*

- Recognition ("Presented by") with large logo on all promotional materials
- Logo on online event page with link to your website
- Live thank you at the event and opportunity to make brief remarks
- Complimentary booth with premier placement

### **SOCIAL SPONSORSHIP - \$1,500**

*(2 available per event)*

- Recognition ("Presented by") with large logo on all promotional materials
- Logo on online event page with link to your website
- Live thank you at the event and opportunity to make brief remarks
- Complimentary booth with premier placement

### **WI-FI (PROVIDER) SPONSORSHIP - \$1,500**

*(1 available per event)*

- Recognition ("Presented by") with large logo on all promotional materials
- Logo on online event page with link to your website
- Live thank you at the event and opportunity to make brief remarks
- Complimentary booth with premier placement

### **GENERAL BOOTH -**

**Basic members - \$375**

**Engaged or higher members - \$325**

*(50 available per event)*

- 8' x 10' booth with 8' skirted table and 2 chairs

## SONGS ON THE LAWN



**EVERY THURSDAY IN JUNE, 11 AM - 1 PM  
CIVIC CENTER PLAZA**

Get your business noticed at this family-friendly music series featuring area bands and vendors that draws hundreds to our City Center each Thursday in June. This event provides sponsors the opportunity to engage with a diverse group of individuals in the City Center.

**PROJECTED ATTENDANCE:** 700 per week

**AUDIENCE:** Business leaders, employees, dignitaries and residents of the Greater Mankato area

**PRESENTING SPONSORSHIP - *sold out for 2018***  
**\$5,000 for 2 years or \$3,000 for 1 year**

- Logo with words “presented by” as part of event title on event materials including:
  - MN Valley Business feature about the event
  - Online event page with link
  - Banner in City Center
  - Ads promoting event
- Name in one edition of GMG eNews
- Live thank you at each event
- Banner hung at each event
- Booth at each event
- Opportunity to showcase a corporate vehicle/trailer each week

**EVENT SPONSORSHIP - \$1,000**

*(4 available per year)*

- Logo on all event materials including:
  - MN Valley Business feature
  - Online event page with link
  - Banner in City Center
  - Ads promoting event
- Live thank you at each event
- Banner hung at each event
- Booth at each event

**SUPPORTING SPONSORSHIP - \$500**

*(4 available per year)*

- Name on all event materials
- Live thank you at each event
- Banner hung at each event
- Booth at each event

**FOOD VENDOR BOOTH - \$400**

*(9 available per year)*

- Opportunity to sell food at the event
- Listed on online event page

**GENERAL BOOTH - \$250**

*(6 available per year)*

- Opportunity to set up a business booth
- **No food** items can be distributed

## **PUBLIC AFFAIRS FORUM SERIES**



**8 - 10 EVENTS PER YEAR  
VARIOUS LOCATIONS**

A forum held eight to ten times per year that brings together compelling speakers and business leaders to discuss timely and relevant political and policy issues over breakfast or lunch. Your sponsorship of this event will get your business seen by area business leaders.

**PROJECTED ATTENDANCE:** 40-60

**AUDIENCE:** Business leaders, employees, dignitaries and residents of the Greater Mankato area

### **SERIES SPONSORSHIP - \$1,000**

*(2 available per year)*

- Each sponsor will serve for 8 - 10 total forums
- 1 complimentary ticket to each forum
- Premier placement of logo on promotional materials
- Logo on online event page with link to your website
- Name in at least 2 editions of GMG eNews
- Live thank you at the event

### **EVENT SPONSORSHIP -**

**\$350 or provide food/beverage/space for minimum of 40**

*(8 - 10 available per year)*

- 1 complimentary ticket to the forum you are sponsoring
- Logo on promotional materials
- Logo on online event page with link to your website
- Live thank you at the event you host





## RURAL LEGISLATIVE FORUM

**DECEMBER  
VERIZON CENTER**

Agriculture Leaders from Minnesota's Congressional Delegation are invited to a panel discussion to offer their vision for the future of the rural economy. An ag exec will offer their perspective on how agribusiness is a key component to restoring rural prosperity.

**PROJECTED ATTENDANCE:** 400

**AUDIENCE:** Community and Business Leaders, General Public, Farmers and Elected Officials

### **PRESENTING SPONSORSHIP - \$5,500**

*(2 Available per year)*

- Logo on PPT presentation, event signage, programs and marketing materials
- Opportunity to Introduce keynote speaker
- 8 event tickets, 1 reserved table

### **DINNER SPONSORSHIP - \$4,000**

*(5 Available per year)*

- Logo in presentation, signage and programs
- Recognized during dinner
- 4 event tickets, 1 reserved table

### **RECEPTION SPONSORSHIP - \$3,500**

- Logo on signage near the bars
- 400 drink tickets to distribute
- 2 event tickets

### **SIGNATURE DRINKWARE SPONSORSHIP - \$2,000**

- Name/logo etched in glass drinkware, one for each attendee to use and keep
- 2 event tickets

### **BADGE SPONSORSHIP - \$1,500**

- Logo on badges/lanyards
- 2 event tickets

### **PROGRAM SPONSORSHIP - \$1,000**

- Logo on event programs
- 2 event tickets

### **BREAKOUT ROOM SPONSORSHIP - \$1,000**

- Logo on signage in breakout room
- 2 event tickets

### **TABLE SPONSORSHIP - \$750**

*(10 Available per year)*

- Prominant signage on table
- 8 event tickets, 1 reserved table

### **STUDENT TABLE SPONSORSHIP - \$500**

*(4 Available per year)*

- 3 student tickets, identified by school
- 1 reserved table with the students

### **SUPPORTING SPONSORSHIP - \$250**

*(8 Available per year)*

- Name/logo on event signage
- 1 event ticket



# **VISIT MANKATO & CITY CENTER PARTNERSHIP EVENTS & PROGRAMS**

**Eligibility:** All businesses are eligible, with GMG members receiving priority preference as well as discounts where noted.

**SIGN UP FOR ANY OPPORTUNITY AT:  
[greatermankato.com/marketing](http://greatermankato.com/marketing)**



Presented  
by



MAYO CLINIC  
HEALTH SYSTEM

# MANKATO MARATHON

**OCTOBER 2018**  
**MANKATO, MN**

The Mankato Marathon has a wide array of sponsorship opportunities available ranging from the Bronze to Platinum levels. Various examples of a la carte sponsorship options include water-stop, shirt and race-chip sponsors and many more. Contact Visit Mankato for more information at 507.385.6660 or check online at: [mankatomarathon.com](http://mankatomarathon.com)

## PLATINUM

**Non-GMG members - \$6,500 - \$12,500**

**GMG members - \$6,000 - \$11,000**

- Complimentary booth at Sport & Health Expo
- Complimentary item on Goodies Table (item provided by sponsor)
- 1 complimentary space at Post Race Area
- 15 second commercial included in announcements made throughout the weekend
- Company logo included in sponsor page/banner where recognition to sponsors is given including: The Weekend Activities Guide, 1/2 page thank you ad in Mankato Free Press Post Race Edition, banner at expo - start and post-race area
- 4 Complimentary entries into any Mankato Marathon event
- Company link on Mankato Marathon website

## GOLD

**Non-GMG members - \$3,500 - \$6,499**

**GMG members - \$3,000 - \$5,999**

- Complimentary item on Goodies Table (item provided by sponsor)
- 1 complimentary space at Post Race Area
- 15 second commercial included in

announcements made throughout the weekend

- Company logo included in sponsor page/banner where recognition to sponsors is given including: The Weekend Activities Guide, 1/2 page thank you ad in Mankato Free Press Post Race Edition, banner at expo - start and post-race area
- 3 Complimentary entries into any Mankato Marathon event
- Company link on Mankato Marathon website

## SILVER

**Non-GMG members - \$1,200 - \$3,499**

**GMG members - \$1,000 - \$2,999**

- 15 second commercial included in announcements made throughout the weekend
- Company logo included in sponsor page/banner where recognition to sponsors is given including: The Weekend Activities Guide, 1/2 page thank you ad in Mankato Free Press Post Race Edition, banner at expo - start and post-race area
- 2 Complimentary entries into any Mankato Marathon event
- Company link on Mankato Marathon website

**BRONZE**

**Non-GMG members - Under \$1,199**

**GMG members - \$500 - \$999**

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**MANKATO MARATHON WEEKEND  
ACTIVITIES GUIDE**

- The 2018 Mankato Marathon Weekend Activities Guide is dispersed and visible to over 15,000 runners, fans, expo attendees and community members before and during Mankato Marathon weekend. More than 6,500 Activities Guides will be published at the beginning of October. Please contact Phil Seibel (pseibel@mankatofreepress.com) at The Free Press to sign up.
- Ad size options include: Inside front cover, Inside back cover, Back cover, Coupon sizes, full page, half page, 1/4 page, 1/8 page, 3/8 page, 3/4 page
- GMG members get 10% off advertising

**OTHER OPPORTUNITIES:**

Sport & Health Expo Exhibitor and Goodie Table



# CITYART WALKING SCULPTURE TOUR

**YEAR ROUND  
CITY CENTER MANKATO & NORTH MANKATO**



The CityArt Walking Sculpture Tour, a program of the City Center Partnership and Twin Rivers Council for the Arts, exists to provide a professional, year-round outdoor sculpture program in the City Centers of Mankato and North Mankato that is both high-quality and artist-friendly. We feature a well-balanced exhibit with all styles, types, materials and sizes of sculptures from a broad range of artists – local, regional, national and international. The 2018 CityArt Walking Sculpture Tour is planned to include at least 25 sculptures in the core blocks of Mankato and along Belgrade Avenue in North Mankato. CityArt obtains sculptures on loan from artists each year, paying them a stipend with incentives including the People’s Choice Award. The deadline for becoming a CityArt sponsor is December 1, 2017.

## **PLATINUM LEVEL – FULL SPONSORSHIP \$2,000**

- Large sponsor name and logo listed on plaque affixed to sculpture base – sole site sponsorship
- Bolded name listing and recognition on brochures (10K+ quantity)
- Large name and logo listed in full-page “Thank You” newspaper ad
- Logo on the CityArt website with a link to your website
- Private guided tour for up to 30 people

## **BRONZE LEVEL – PARTIAL SPONSORSHIP \$1,000**

- Sponsor name and logo listed with a second sponsor name/logo on plaque affixed to sculpture base – shared site sponsorship
- Shared listing and recognition on brochures (10K+ quantity)
- Name listed in full page “Thank You” newspaper ad
- Name listed on the CityArt website





## **GATHER IN THE GREENSEAM**



**ANNUALLY  
EACH WEEKEND IN SEPTEMBER – OCTOBER**

Gather in the GreenSeam is a celebration of the entire spectrum of people, organizations and businesses that make this area the most special agricultural region in the country. Take part in fun themed weekends focused around food, harvest and natural resources. Enjoy an array of experiences from farm tours to wine tastings with a bunch of entertainment in between. Ride a combine. Take in a cultural event. Sample locally-crafted wines and brews. Cheer at the local football Harvest Bowl.

### **FULL SPONSORSHIP \$5,000**

- Gather in the GreenSeam brought to you by: (name recognition at each event and as overall sponsor)
- Logo recognition on poster board at Gather in the GreenSeam locations
- Logo on online event page with link to your website
- Logo on Eventbrite tickets
- Logo on social media frame
- Social media mentions/logo
- Large Thank You banner at community events
- Sponsor signage
- Presence at events including
  - Kick Off Weekend
  - Mankato Marathon
  - River Ramble
  - MSU Harvest Bowl
- Custom activations based on sponsor's assets/goals and fit with event

## ALIVE AFTER 5

**THURSDAYS IN AUGUST, 5 PM - 7:30 PM  
CIVIC CENTER PLAZA**



This free summer concert series offers outdoor music, food, beverages and vendor market to welcome families, employees and residents into the heart of City Center Mankato. This four-night event is an after-work, family friendly social gathering that attracts thousands of attendees annually with its bold music selections. This event provides sponsors the opportunity to engage with a diverse group of individuals in the City Center.

### **PRESENTING SPONSORSHIP**

**Non-GMG Member - \$5,500/two years or \$3,300/one year  
GMG Member - \$5,000/ two years or \$3,000/one year**

- Prominent recognition/logo on all marketing materials and event signage as presenting sponsor
- Nightly recognition from the stage
- Large banners displayed on stage
- Mention in all radio and tv ads
- Booth at each event

### **BEVERAGE SPONSOR**

**Non-GMG Member - \$3,300/two years or \$2,200/one year  
GMG Member - \$3,000/two years or \$2,000/one year**  
*(Beer and wine sponsorships available)*

- Logo on all marketing materials and event signage
- Product sales exclusivity at event
- Opportunity for tasting
- Live thank you from the stage

### **ARTISAN FAIR SPONSOR**

**Non-GMG Member - \$2,750/two years or \$1,650/one year  
GMG Member - \$2,500/two year or \$1,500/one year**

- Logo on all marketing materials and event signage
- Logo on vendor fair signage
- Inclusion in all radio and tv ads
- Live thank you from the stage
- Banner at each event
- Booth at each event

### **SUPPORTING SPONSOR**

**Non-GMG Member - \$1,100  
GMG Member - \$1,000**  
*(up to 3 available)*

- Logo on all event materials
- Live thank you from the stage each night
- Banner at each event
- Booth at each event

### **FOOD VENDOR**

**Non-GMG members \$450  
GMG members \$400**

- Opportunity to sell food at each event
- Food and/or beverage sales must not conflict with other sponsor exclusivity agreements
- Priority given to GMG member businesses located in the City Center



# HOCKEY NIGHT

**EARLY OCTOBER  
CIVIC CENTER PLAZA**



The City Center Partnership and MSU Athletics team up to host a pre-game celebration in City Center Mankato to kick off the 2017-2018 Maverick hockey season. The event includes live music, mechanical bull rides, a performance by the MSU Cheer Band, fun kids activities, food and drinks. Contact the City Center Partnership with questions at [info@citycentermankato.com](mailto:info@citycentermankato.com) or 507.388.1062. The deadline to sign up as a sponsor is August 1, 2018.

## **EVENT SPONSORSHIP**

**Non-GMG members \$550**

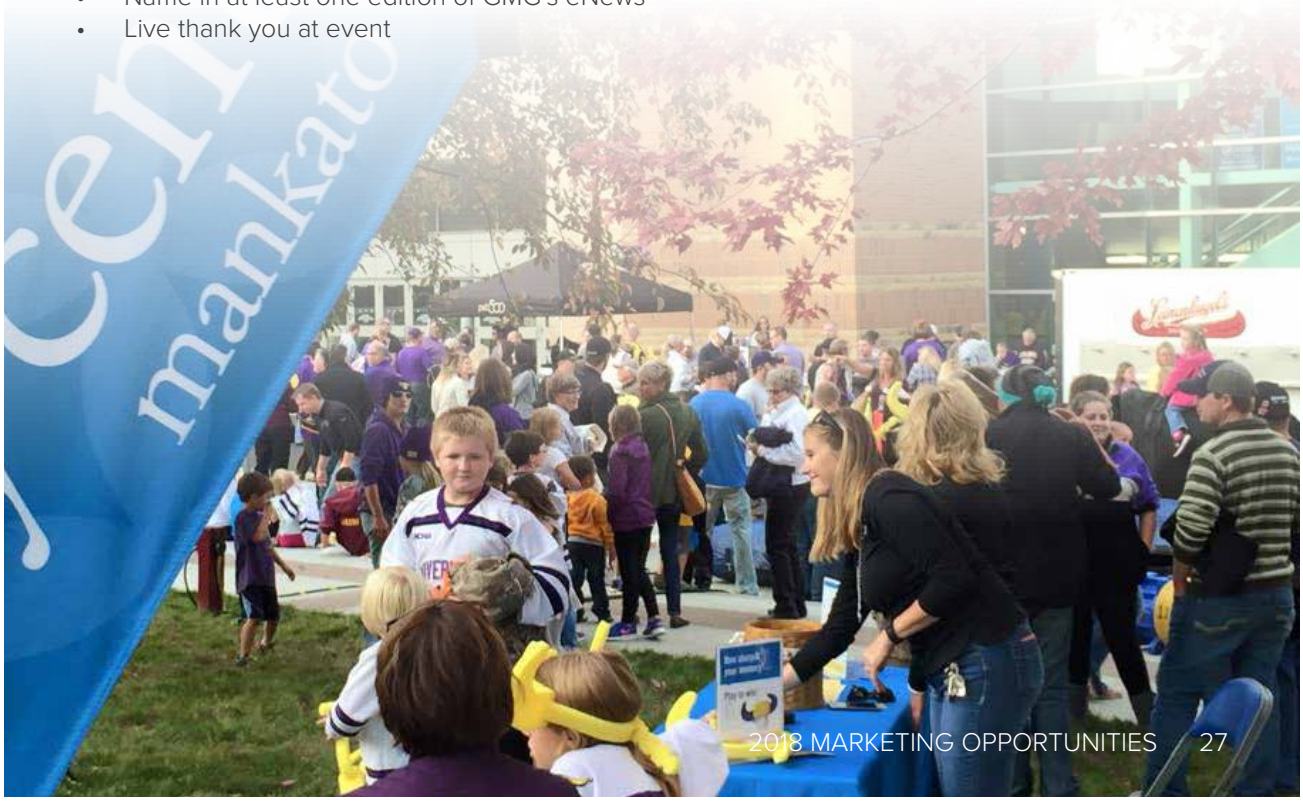
**GMG members \$500**

*(2 available)*

- Logo on Hockey Night eBlast
- Logo on online event page with link to website
- Name in at least one edition of GMG's eNews
- Live thank you at event



City Center  
mankato





**GREATER MANKATO GROWTH, INC.**

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