



**PARKS AND RECREATION**  
moorheadparks.com

1300 15<sup>th</sup> Ave N, Moorhead, MN 56560 | 218.299.5340  
www.moorheadparks.com | parkandrec@moorheadmn.gov

## 2024-2025 Special Event Sponsorship Agreement

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Total Cost:** \_\_\_\_\_

**Please return agreement to:**  
Moorhead Parks & Recreation  
Recreation Coordinator 218.299.5078  
parkandrec@moorheadmn.gov

**Sponsorship Opportunities:** Please indicate what your business would like to sponsor. Event descriptions can be found on succeeding pages. Opportunities in **red** are either unavailable or the previous year sponsor has the right to renew.

<b>Frostival</b>		<b>Greater Moorhead Days</b>	
Frozen Fortress Sponsor	\$1500	Parade Sponsor	\$2500
Snowflake Spectacular Sponsor	\$750	<b>Kids Fest Sponsor</b>	<b>\$2000</b>
<b>Celtic Festival</b>		Gold Medallion Sponsor	\$1000
Event Sponsor	\$1500	Red Medallion Sponsor	\$500
Stage Sponsor (4 available)	\$500	Game Sponsor (5 available)	\$300
<b>Farmers Market</b>		<b>Halloween Events</b>	
Event Sponsor	\$1000	Event Sponsor (2 available)	\$750
Market Contributor	\$200+	Candy or Paint Sponsor (2 available)	\$300
<b>River Arts</b>		<b>Holiday Events/Sleigh Rides</b>	
Stage Sponsor (5 available)	\$600	Holiday Kick-Off Event Sponsor	\$750
Game Sponsor (5 available)	\$300	Hot Cocoa Sponsor (2 available)	\$300
Photo Booth Sponsor	\$500	<b>Sleigh Ride Event Sponsor</b>	<b>\$750</b>
Activity Sponsor	\$300		

New community events are currently in the planning process. If you would like to be notified of opportunities for new events via email provided above, please check this box.



### Special Event Sponsorship Opportunities

**Frostival:** During Fargo-Moorhead's signature winter events series, Frostival, the cities of Fargo, Moorhead and West Fargo program activities and events with the help of the Fargo-Moorhead Convention and Visitors Bureau. January 31st – February 8th, 2024, there will be plenty of opportunities for families to get out and embrace the “cool” of winter!

• **Frozen Fortress Sponsor: \$1,500** – Fun at the Frozen Fortress offers family-friendly activities for kids and adults alike including a scavenger hunt along the river trails, ski/snowshoe rentals, a log cabin sauna, a sledding hill, games, food & adult beverages, and snow sculptures!

- Recognized as sponsor on print and radio ads.
- Included on marketing materials for the event including event signage, social media posts, and Moorhead Parks' website.
- Free booth space on the day of the event.
- Sponsored by signage created and setup during the event.
- Thank you recognition in our semi-annual parks and recreation brochure.
- Opportunity to provide own signage for display event.
- Have banner hung during the event (provided by sponsor).

• **Snowflake Spectacular Sponsor: \$750** – This event offers an evening of family-friendly fun in the snow with a decorated trail walk, smores, food trucks & adult beverages, snow painting, and a snowman building contest!

- All perks listed under Frozen Fortress Sponsorship.

**Celtic Festival:** Enjoy the intriguing history, arts, and tradition of Brittany, Cornwall, Isle of Man, Galicia, Ireland, Scotland and Wales! Entertainers perform and vendors set up in the Hjemkomst Center for this annual festival. Traditional Celtic food served by Concordia Catering makes this a fun event for all ages.

• **Event Sponsor: \$1,500 - Be the official sponsor of the Celtic Festival**

- Recognized as sponsor on print and radio ads.
- All perks listed under Stage Sponsor below.

• **Stage Sponsor: \$500 - Sponsor one of our main stage performers**

- Have banner hung on stage during the whole event (provided by sponsor).
- Announced as sponsor on stage before performances.
- Included on marketing materials for the event including event signage, social media posts, and Moorhead Parks' website.
- Sponsored by signage created and setup during event.
- Thank you recognition in our semi-annual parks and recreation brochure.



**Farmers Market:** Throughout the summer the Moorhead Farmers Market is open for business Tuesdays, 3:30-6:30PM at Viking Ship Park. The Market was created for the benefit of the community, vendors and consumers. The market aims to provide healthy foods to the community, provide an outlet for farmers to sell their product, and to encourage local business development. The Market is open June-October, and we estimate 200 shoppers per week.

• **Market Sponsor: \$1,000.00- be the official sponsor of the Moorhead Farmers Market**

- Have banner hung during the Farmer's Market (provided by sponsor).
- Included on all marketing materials for the event including event signage, social media posts, and Moorhead Parks' website.
- Recognized as a sponsor on print and radio ads.
- Sponsored by signage created and setup during event.
- Thank-you recognition in our semi-annual Parks and Recreation brochure.

• **Market Contributor: \$200-\$999 - be a contributor of the Moorhead Farmers Market**

- Contribute to our goal of Get Fresh. Go Local.
- Included on all marketing materials for the event including event signage, social media posts, and Moorhead Parks' website.
- Recognized as a sponsor on print ads.
- Sponsored by signage created and setup during event.
- Thank-you recognition in our semi-annual Parks and Recreation brochure.

**RiverArts:** On five Wednesdays in the summer, we organize Moorhead RiverArts. This family-friendly event features carriage rides, kid-friendly art activities, inflatable games, yard games and more! Each night we bring in an entertainment act to perform for the crowd as well. Businesses or organizations set up booths to promote themselves. On average 300-500 people attend each event, depending on weather.

• **Stage Sponsor: \$600 - Be the primary sponsor of one RiverArts event**

- **Five spots available**
- Have banner hung on stage during the event (provided by sponsor).
- Announced as main sponsor on night of the event, with the opportunity to give a brief organization update right before the entertainment.
- Recognized as a sponsor on print and radio ads.
- In addition to all the perks listed under the Game Sponsor below.

• **Photo booth sponsor: \$500 - Sponsor the photo booth we bring for one event**

- Business logo included on photo strip that the photo booth produces.
- In addition to all the perks listed under Game Sponsor below.



- **Activity Sponsor: \$300 - Sponsor an activity we book for one event**
  - **Three spots available: Petting Zoo, Barrel Car Rides, Dunk Tank**
  - All perks listed under the Inflatable Games Sponsor below.
- **Game Sponsor: \$300 - Sponsor the popular inflatable offerings for one event**
  - **Five spots available**
  - Included on marketing materials for the event including event signage, social media posts, and Moorhead Parks' website.
  - Announced as a sponsor before entertainment.
  - Free booth space at all RiverArts events.
  - Sponsored by signage created and setup during event.
  - Thank-you recognition in our semi-annual Parks and Recreation brochure.

**Greater Moorhead Days (GMD):** Celebrate our community with Greater Moorhead Days! Join us for 10 days packed full of fun and exciting events for all ages, including the return of the Greater Moorhead Days Parade! Take part in the Medallion Hunt, the ever-popular MIDCO Kids Fest, and other amazing events! For a full list of events, visit moorheadparks.com.

- **Parade Sponsor: \$2,500 - Be the official sponsor of the signature event of GMD**
  - Priority placement in the GMD Parade.
  - Recognized as a sponsor on print and radio ads.
  - Sponsored by signage created and setup during event.
  - In addition to the perks listed under Medallion Sponsor below.
- **Kids Fest Sponsor: \$2,000 - Be the official sponsor of the popular Kids Fest**
  - Recognized as a sponsor on print and radio ads.
  - Sponsored by signage created and setup during event.
  - Announced as main sponsor on night of the event, with the opportunity to give a brief organization update right before the entertainment.
  - Opportunity to provide own signage for display at event.
  - In addition to the perks listed under the Game Sponsor below.
- **Gold Medallion Sponsor: \$1,000 - Sponsor the grand prize medallion in our celebratory scavenger hunt**
  - Recognized as a sponsor on print and radio ads.
  - In addition to the perks listed under Medallion Sponsor below.
- **Medallion Sponsor: \$500 – Sponsor the Red Medallion during our celebratory scavenger hunt**
  - Included on marketing material for the event including event signage, social media posts and Moorhead Parks website.
  - Thank-you recognition in our semi-annual Parks and Recreation brochure.



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• **Game Sponsor: \$300 (5 available) - Sponsor the popular inflatables at Kids Fest**

- **Five spots available**
- Included on all marketing materials for the event including event signage, social media posts, and Moorhead Parks' website.
- Announced as a sponsor before entertainment.
- Free booth space at Kids Fest.
- Thank-you recognition in our semi-annual Parks and Recreation brochure.

**Halloween Events:** Originally set in the Moorhead Center Mall Parking Ramp, now being held at Southside Regional Park, our Monster Mash Trunk or Treat began in 2021. Each year, we estimate 1,000 kids and 2,500 people total dress as witches, wizards, ghouls and more to enjoy safe trick-or-treating and community connection. Our Pumpkin Party Pick-Up started in 2020 and continues to grow each year. In 2024, we handed out 500 pumpkin gourds and paint kits.

• **Event Sponsor: \$750 - Be the official sponsor of the Monster Mash Trunk or Treat**

- Business logo included on photo strip that the photo booth produces or acknowledged in signage at face-painting station.
- All perks listed under the \$300 sponsorship level below.

• **Candy or Paint Sponsor: \$300 - Be a candy or paint supplier.**

- Included on marketing materials for the event including event signage, social media posts and moorheadparks.com
- Free booth space at the event
- Thank-you recognition in our semi-annual Parks and Recreation brochure



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**Holiday Events/Sleigh Rides:** We like to get the holiday season started at our Holiday Kick-Off event in early December, with hot cocoa, a light happy hour, an ugly sweater contest, carols and lighting the city tree with the mayor. This event is hosted at the Hjemkomst Center in coordination with the Museum and FMCT. During the holiday season, the community can enjoy a scenic sleigh ride through M.B. Johnson Park. Tickets go on sale December 1 and walk-up spots may be available. All riders receive holiday treats and refreshments. Rides are scheduled for three days near the end of December. We estimate nearly 600 riders/year.

• **Event Sponsor: \$750 - Be the official sponsor of the Holiday Kick-Off**

- Recognized as a sponsor on print and radio ads.
- Included on marketing materials including event signage, social media posts, radio advertisements and moorheadparks.com
- Thank-you recognition in our semi-annual Parks and Recreation brochure

• **Event Sponsor: \$750 - Be the official sponsor of Parks and Recreation's Sleigh Rides**

- Recognized as a sponsor on print and radio ads.
- Included on marketing materials including event signage, social media posts, radio advertisements and moorheadparks.com
- Thank-you recognition in our semi-annual Parks and Recreation brochure

• **Hot Cocoa Sponsor: \$300 – Be a hot cocoa & sweet treat supplier.**

- Recognized as a sponsor on print and radio ads.
- Included on marketing materials including event signage, social media posts, radio advertisements and moorheadparks.com
- Thank-you recognition in our semi-annual Parks and Recreation brochure