



Dear Farmington Business Community,

Farmington Dew Days was a great success last year and we are looking forward to making this year an even bigger success with your sponsorship. 2022 Dew Days will also honor the 150<sup>th</sup> Celebration of the City of Farmington! It will take place June 23-26, 2022. We include a wide variety of events that bring a lot of people to town. This year we will have five different levels of sponsorship. Your donation will be designated according to the dollar amount sent.

Community businesses and local volunteers are essential to the success of Dew Days and this year is no exception. We are asking for your help in supporting the 2022 celebration by considering one of the following sponsorship levels. We have included information explaining the added benefits for our Dew Days sponsors and what you can expect from your donation.

On behalf of the Farmington Dew Days Committee, we thank you for your consideration and donation!

Farmington Dew Days is a nonprofit 501(c) (3) organization. We look forward to partnering with you as a sponsor for many years to come!

# 2022 Farmington Dew Days Sponsorship Opportunities

## Bronze Sponsor: \$250

- ☐ Support of Dew Days as a whole
- ☐ Website and Facebook marketing
- ☐ On the Donor Banner in Tent
- ☐ Flavors Spot (must confirm participation)
  - Thursday June 23<sup>rd</sup> 6-9pm
- ☐ 2 Complementary Flavors tickets



## Silver Sponsor: \$500

- ☐ Bronze level sponsorship PLUS!
- ☐ Bed Race Team (must confirm participation)
  - Friday, June 24<sup>th</sup> 6-7pm
- ☐ 4 Complementary Flavors tickets
- ☐ Paid spot in the Parade (must confirm participation)
  - Sunday, June 26<sup>th</sup> NOON
- ☐ Dew Day's Market spot (must confirm participation)
  - Saturday, June 25<sup>th</sup> (10:00 am - 7:00 pm) in downtown Farmington.

## Gold Sponsor: \$1,000

- ☐ Silver level sponsorship PLUS!
- ☐ Recognition during Flavors
- ☐ 2 Dew Days t-shirts

## Platinum Sponsor: \$1,500

- ☐ Gold Level Sponsorship PLUS!
- ☐ Recognition during Beer Brats and Bingo
  - Friday, June 24<sup>th</sup> 7-10pm
- ☐ Your paid spot will be in the first 25% of the parade lineup. Includes banner of the business (6x2) walked by their staff or community group (Dew Days will provide!)
- ☐ Special announcement during parade

## Premier Platinum: \$5,000

- ☐ Platinum Level Sponsorship PLUS!
- ☐ Individual Banner (10x2) hanging in tent all weekend (Dew Days will provide)
- ☐ Banner (10x2) directly on the stage when band is performing (Dew Days will provide)
- ☐ Special announcement of business contribution throughout the day/night on Saturday
- ☐ Intermission recognition and thank you during the band

## To Donate:

Make checks payable to: **Farmington Dew Days**. Be sure to include this form and designate the level of sponsorship in notes and confirm your desire to participate in the events as requested.

## Mail To:

Farmington Dew Days Committee P.O. Box 124 Farmington, MN 55024

# 2022 Farmington Dew Days HOST Opportunities

## Host an Event/Game at the 2022 Dew Days Celebration

In addition to financially sponsoring Dew Days this year, you also have an opportunity to “host” a family friendly kids’ game/event on Saturday June 25<sup>th</sup> between the hours of 12pm and 3:30pm in Downtown Farmington. When you choose to host, you will oversee the scope of the game and what is needed to make it happen. As a committee, we will promote your game. We have a few ideas that we can work with you to develop, or if you have your own idea, we’d love to hear it! We only ask that our game hosts consider something that is approximately 15-30 minutes in length and is geared to kids (family friendly) Examples: Hula Hoop Contest, Candy Bar Bingo, Horse Game, Duck Pond (ongoing), Chalk Drawing Contest, Crazy Hair (ongoing), Face Painting (ongoing), etc. Game selections are available on a first come first serve basis. The exact time and location of your game/event will be determined by the committee to ensure the greatest opportunity for participation. That time will be communicated with you in advance of the 2022 Dew Days Celebration.



### To Host:

Contact Shannon Lien [shannon.r.lien@gmail.com](mailto:shannon.r.lien@gmail.com) or Katie Porter [katie.porter0805@gmail.com](mailto:katie.porter0805@gmail.com) to secure your host event/game.

# 2022 Farmington Dew Days Button Promo Opportunities

## BUTTON PROMO

Dew Days will be selling and promoting our Dew Day’s button again this year. Buttons are sold to the public for \$4 ea and are required for entry into certain events (Flavors Night, Bingo, Coronation, discounted drinks at the bar etc). In addition, we encourage our business partners to offer a promotion for button holders. Your promo can begin as early as June 11<sup>th</sup> and can last until July 9<sup>th</sup>. ALL businesses choosing to offer a promo will have that promotion featured on our website and FB page. There will also be posters around the Downtown area during Dew Days with a QR code that links to the business list and the offers they have chosen to promote! Promotion redemptions are limited to persons with a 2022 Dew Days Button.

Name of Business \_\_\_\_\_

Contact Person \_\_\_\_\_ phone \_\_\_\_\_

Email \_\_\_\_\_ website \_\_\_\_\_

Address \_\_\_\_\_

Promo Offer \_\_\_\_\_

Start date (no earlier than June 11<sup>th</sup>) \_\_\_\_\_ End Date (no later than July 9<sup>th</sup>) \_\_\_\_\_

How to redeem \_\_\_\_\_

Fine print \_\_\_\_\_

### To Promote:

Contact Melissa Geis [melissageis1@gmail.com](mailto:melissageis1@gmail.com) or mail this completed form to:  
Farmington Dew Days Committee P.O. Box 124 Farmington, MN 55024