

**CITY OF TONKA BAY
ITEM NO. 9B**

Memo

To: Honorable Mayor and City Council
From: Joe Kohlmann, City Administrator
Date: May 13, 2014
Re: Request for Fourth of July Funding

Laura Hotvet, new Executive Director for the Chamber of Commerce has submitted a request to the city to support the annual Fourth of July Celebration. Attached is her handout.

The 2014 Budget includes a \$1,500 contribution to the Fourth of July fireworks from the miscellaneous general fund.

Council Action Requested:

Motion to approve the spending of \$_____ from the miscellaneous general fund to support the Chamber of Commerce Fourth of July Celebration with needed police patrols.

Joe Kohlmann

From: Laura Hotvet <director@excelsior-lakeminnetonkachamber.com>
Sent: Wednesday, April 16, 2014 2:16 PM
To: Laura Hotvet
Subject: Lake Minnetonka 4th of July Fireworks
Attachments: 2014 sponsorship agreement.pdf; 2014 Sponsorship level grid.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Hi All -

Believe it or not, as this April snow flies, we are planning for our beloved annual Lake Minnetonka 4th of July. You have all been valuable participants in the past, via sponsorships, both financially and in-kind! We are hopeful you will continue to be a valuable part of our celebration with your support.

I am pulling together all the information for our website, facebook, advertising, banners, etc. and want to be sure you are included!

Please let me know your intentions by Friday, April 25, if you can.

Thanks and enjoy this LAST snow of the year!

I've included the sponsorship information on this email, feel free to share with others you know who may be interested.

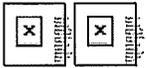
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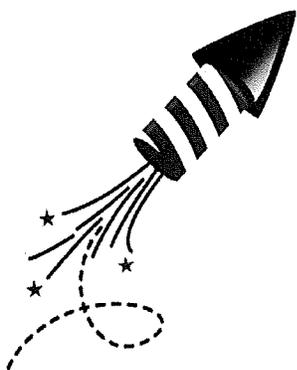
Laura Hotvet, Executive Director

Excelsior-Lake Minnetonka Chamber of Commerce

www.excelsior-lakeminnetonkachamber.com

952-474-6461





2014 Lake Minnetonka 4th of July Sponsorship Agreement

YES! We agree to become partners with the Excelsior – Lake Minnetonka Chamber by sponsoring the annual Lake Minnetonka 4th of July.

- _____ Principle - \$10,000
- _____ Platinum - \$5,000
- _____ Diamond - \$3,000
- _____ Gold - \$1,000
- _____ Silver - \$500
- _____ Copper – less than \$500

Company Name (as you would like it to appear on the Signage)

If applicable, please send your logo in high res format of 300 dpi, Vector or above to director@excelsior-lakeminnetonkachamber.com

Make checks payable to: **Excelsior – Lake Minnetonka Chamber**

Mail to (payment must be received by May 29, 2013):
37 Water St.
Excelsior MN 55331

Your payment will not be processed before June 1, 2014.

You may also pay by VISA, Mastercard, Discover by calling the Chamber: 952.474.6461

Or complete your CC# information:

Type of card, check one: Visa Master Card AmEx

Name on card

Billing address

CVS #

Card #

Amount to be charged

	Principle	Platinum	Diamond	Gold	Silver	Copper
Benefits	\$10,000	\$5,000	\$3,000	\$1,000	\$500	Less than \$500
Inclusion in 4th of July Publicity Efforts Radio and print ads, press releases and more	Company name included as Premier level sponsor	Company name included as Presenting Sponsor	Company name included as Event Sponsor	Company name included as a Sponsor	Company name included as a Sponsor	Thank you sent following event
Signage Billboards, directional signs and banner	Large logo and company name headlining street banner(s), logo on pedicabs	Large logo under "Sponsored By:", medium logo on pedicabs	Medium logo under "Sponsored By", business name on pedicabs	Small logo under "Sponsored By" and small business name on pedicabs	Name listed	
Live Radio Streaming	Lead promotion during streaming radio programming throughout the airshow and fireworks	Frequent promotion during streaming radio programming throughout the airshow and fireworks	Periodic promotion during streaming radio programming throughout the airshow and fireworks	Mention of business periodically during radio programming throughout the airshow and fireworks		
Access to our Attendees Over 5,000	Premier site in 20' x 20' tent in Commons	Premier site located in Sponsor's Row	Choice site location on Sponsor's Row	Strong site location on Sponsor's Row		
Social Media Posts from April, 2014 through July 2014	8 exclusive posts with your link to FB, Twitter page/website	6 exclusive posts with your link to FB, Twitter page/Website	4 exclusive posts with your link to FB, Twitter page/Website	2 exclusive posts with your link to FB page/Website	1 post thanking your business	Thank you following event
Chamber Website Sponsor page, mobile friendly site	Large logo, link and tagline on top of page	Large logo, link and tagline on page	Medium logo, link and tagline	Small logo, link and tagline	Name listed	Thank you following event
Firecracker Run	8 entries to Firecracker 10K and/or Family Fun Run and logo in prime location on back of T-shirt	6 entries to Firecracker 10K and/or Family Fun Run and logo on back of T-shirt	4 entries to Firecracker 10K and/or Family Fun Run and business name on back of T-shirt	2 entries to Firecracker 10K and/or Family Fun Run		