CITY OF TONKA BAY
ITEM NO. 9E

Memo

To: Honorable Mayor and City Council

From: Joe Kohlmann, City Administrator

Date: June 12, 2012

Re: Request for Fourth of July Funding

Linda Murrell from the Chamber of Commerce has requested funding from the city to support the annual Fourth of July Celebration.

The 2012 Budget includes a $1,500 contribution to the Fourth of July fireworks from the miscellaneous general fund.

Attached is an email from Linda Murrell with a request.

Attached is a Sponsorship Form for the event

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.

SOUTH LAKE-EXCELSIOR
Chamber of Commerce

THE LAKE MINNETONKA 4TH OF JULY CELEBRATION 2012!

The **South Lake-Excelsior Chamber of Commerce** proudly produces and hosts the only public 4th of July fireworks event on Lake Minnetonka! In doing so, we take very seriously our responsibility of preserving and protecting the integrity, luster and historic significance of this national celebration for our residents-- old and young-- and for the many generations whose blood, sweat, tears and toil built our nation.

Minnesota Orchestra + Fireworks =Lake Minnetonka 4th of July!
This will be our **13th year** in partnership with the world-class **Minnesota Orchestra**! It is gratifying to realize that we have created and sustained a magnificent tradition that will be remembered, regaled and cherished by the many thousands* in the audience who have stood together, hands over their hearts, as the orchestra plays our national anthem.

We invite your company to become part of the magic in 2012, by joining our team of sponsors of the Lake Minnetonka 4th of July Celebration. We have introduced new sponsorship opportunities for your review on the following pages.

**An estimated 108,000 people have attended the evening 4th July program over the course of 12 years, 2000-2011.*

2012 Lake Minnetonka 4th of July Celebration Sponsorship Opportunities

PLATINUM SPONSOR $5,000

Headlines the Minnesota Orchestra concert.

While the 4th of July fireworks have been held at Excelsior Commons for **125+** years, the **Minnesota Orchestra** became part of the celebration only 12 years ago, in 2000. Nevertheless, the Orchestra has become so popular that we cannot imagine our celebration without it. The 60-minute concert attracts an estimated **9,500+** people in the park and thousands of boaters on the lake. At the opening of the 2012 concert, we will bring forward the Minnesota National Honor Guard to present the colors followed by a stirring rendition of "The Star Spangled Banner" by the Minnesota Orchestra and Associate Conductor Courtney Lewis. We are hoping to live-stream the evening's entertainment to boaters via smart phones.

BENEFITS

Top billing on all print, publicity and advertising starting May 1.
Web page promotion begins immediately and continues through Labor Day.

1. **Chamber website:** a profile of your company.
2. **Top listing** in the Lake Minnetonka 4th of July Celebration Program.*
3. **Prominent listing** on promo banner on Water Street (June 20-July 4.
4. **Invitation to the pre-concert hospitality area** for MO musicians; your photo taken with Conductor Courtney Lewis.
5. **Acknowledgement** as the **Premiere Sponsor** at start of M.O. concert to an in-park audience estimated at 9,000-11,000.
6. **Display of your corporate banner on MN Orchestra Trailer** in close proximity to the concert stage on July 4.
7. **Opportunity to display your products/services** in Excelsior Commons 8 a.m. – 9:30 p.m.
8. **Reserved seating & close-in parking (***4 parking spots)*, if desired, for the event for up to 20 employees, friends or associates.
9. **"Proud Sponsor of the Lake Minnetonka 4th of July Celebration"** banner displayed at your business location.

DIAMOND SPONSORSHIP $4,000

1. **Prominent billing** in the official Lake Minnetonka 4th of July Program distributed throughout western suburbs.*

2. Prominent display on Chamber's website advertising Lake Minnetonka 4th of July Celebration, including logo, May 1 through Labor Day.

3. Listing in all Chamber-issued advertising and publicity, starting May 2.

4. Your name listed on promo banner over Water Street, June 21-July 5.

5. Strategic placement of **DIAMOND SPONSOR banner** near Main Stage in Excelsior Commons on July 4th.

6. Your company name prominently displayed on one **Courtesy Golf Cart** driven throughout the event to transport volunteers and guests.

7. Opportunity to display your products or provide promotional giveaways at event 8 a.m.-9:30 p.m.

8. Onstage recognition of your company's sponsorship prior to or immediately after the Minnesota Orchestra concert.

9. Reserved seating, if desired, at the 4th of July concert and fireworks show.

10. "Proud Sponsor of Lake Minnetonka 4th of July Celebration" banner provided for display at your office location.

Lakeshore Weekly News, June 26 2012 edition. Circulation 25,000

TITANIUM SPONSORSHIP $3,500

1. Prominent billing (*after Platinum and Diamond*) in the official Lake Minnetonka 4th of July Program.*
2. Listing on banner near Main Stage on July 4th.
3. Prominent mention in all Chamber-controlled publicity regarding the event May 1st.
4. Prominent display under **4th of July** banner on Chamber's website *including your logo*, May 1—December 31.
5. **Table display space** reserved for your company at the event for giveaways, promotions (as long as they don't compete with food vendors).
6. **Reserve seating** for 10 staff, friends or family, if requested, during concert/fireworks.
7. Display of your corporate banner along Commons fence-line all day.
8. "Proud Sponsor of the Lake Minnetonka 4th of July Celebration" banner provided for display at your office location.

Lakeshore Weekly News, circ. 25,000.

GOLD SPONSORSHIP $3,000

1. Listing as sponsor of Lake Minnetonka 4th of July Celebration Program.*
2. Listing on GOLD SPONSORS banner at the Excelsior Commons on July 4th, **8 a.m. - 9:30 pm.**
3. Prominent listing on all publicity issued by Chamber including listing on our website with logo between May 1 and December 31, 2012.
4. Inclusion in all press releases, advertising issued by Chamber in association with the event.
5. Your company's banner displayed at The Commons throughout the daylight hours (we will install/take down).
6. "Proud Sponsor of the Lake Minnetonka 4th of July Celebration" banner provided for your office location.

SILVER SPONSORSHIP $2,500

1. Listing in Lake Minnetonka 4th of July Celebration Program.*
2. Listing on **SILVER SPONSORS** banner at event.
3. Inclusion in Lake Minnetonka 4th of July Sponsors Listing on Chamber's website through Labor Day.
4. Space reserved for your company banner at Commons during event (banners are removed prior to fireworks for security).
5. "Proud Sponsor of the Lake Minnetonka 4th of July Celebration" banner provided for display at your office location.

Lakeshore Weekly News, circ. 25,000.

BRONZE SPONSORSHIP $2,000

1. Listing in Lake Minnetonka 4th of July Celebration Program .
2. Listing on **BRONZE SPONSORS** banner displayed at the event.
3. Inclusion in Lake Minnetonka 4th of July Sponsors Listing on Chamber's website through Labor Day and on all press releases.
4. Space reserved for your company banner at Commons during event (banners are removed prior to fireworks for security).
5. "Proud Sponsor of the Lake Minnetonka 4th of July Celebration" banner provided for display at your office location.

COPPER SPONSORSHIP $1,500

1. Listing in Lake Minnetonka 4th of July Celebration Program.*
2. Listing on **COPPER SPONSOR** banner at event.
3. Inclusion in Lake Minnetonka 4th of July Sponsors Listing on Chamber's website through Labor Day and in all press releases issued by Chamber.
4. Space reserved for your company banner) at Commons during event (banners are removed prior to fireworks for security).
5. "Proud Sponsor of the Lake Minnetonka 4th of July Celebration" banner provided for display at your office location.

Lakeshore Weekly News, circ. 25,000.

FUND THE FIREWORKS GOAL: $24,000

Super Star Levels $500 +

Name listed on **Super Stars Banner** at Excelsior Commons throughout the event at Excelsior Commons, July 4, 2012. Name listed in official Lake Minnetonka 4th of July program.

Stars $100 -$499

Small Businesses, Families, Neighborhood Blocks, Book Clubs:
Name listed on **Stars Banner** at Excelsior Commons throughout the event July 4, 2011. Make it a competition. Name listed in official Lake Minnetonka 4th of July program. Be the biggest STAR on the list! **Donation must be received by June 1, 2012.**

Stripes $50 - $99

Name listed on **Stripes Banner** throughout the event at Excelsior Commons, July 4, 2012. Name listed in official Lake Minnetonka 4th of July program. Donation must be received by **June 1, 2012.**

Patriots $25 - $49

Individual donors only. Name listed in official Lake Minnetonka 4th of July program. Donation must be received by **June 1, 2012** if you wish to be listed in the program.

Friends $10- $24

Individual donors only. Name listed in official Lake Minnetonka 4th of July program. Donations must be received by **June 1, 2012** if you wish to be listed in the program.

All non-cash contributions will be acknowledged by a receipt.

The June 1st deadline is critical as that is the date by which the Chamber must confirm the fireworks order with our pyrotechnics company.

RESPONSE FORM

For planning & publicity, we need your response *as soon as possible* so that we can expedite this event. Please select your level and return to the address below:

❑ **PLATINUM**	**$5,000**
❑ **DIAMOND**	**$4,000**
❑ **SAPPHIRE**	**$3,500**
❑ **GOLD**	**$3,000**
❑ **SILVER**	**$2,500**
❑ **BRONZE**	**$2,000**
❑ **COPPER**	**$1,500**
❑ **Mini Venues** (see p. 10)	**$___** see next page
❑ Firecracker Race (7 sponsors)	Sold Out.

Major Sponsorship Commitments: Please tell us if you can participate by May 1, 2012.

Major Sponsorship Contributions (check, VISA, Mastercard, Discover) must be received by JUNE 1 for listing in the Official Program. Please indicate if you need an invoice.

VISA, Mastercard, Discover, American Express and checks accepted. Make payable to South Lake-Excelsior Chamber, P.O. Box 32, Excelsior MN 55331

Company: _____

Contact Person: _____

Phone: _____ **Email:** _____

Signature:_____

Date: _____

Again, thank you for your time and consideration. If you have any questions, please contact **Linda Murrell**, July 4th Fundraising Coordinator, **952.474.6461. We'll be in touch.**

Lake Minnetonka 4th of July 2012 Celebration Opportunities for Mini-Venue Sponsorships

EVENT	Sponsored by
❑ **Sand Castle Building Contest**	**Excelsior Rotary Club**
❑ **Kids' Patriotic Parade**	**Woody Love, Realtor, WoodyLove.com**
❑ **Patriotic Popsicle Party**	**$600** 2200 popsicles, distributed to 1200 race participants, 1000+ parade participants Includes costs for freezer rental and popsicles.
❑ **Kids' Face Painting** Session I: 9 -11 AM. Session II: 5-7 PM	**ResourceWest**
❑ **Kids' Fishing Contest**	**Knewtson Health Group**
❑ **Post Parade Kids' Show**	**Nemer Fieger & Associates** **West Metro Learning COnnections**
☐ **Saint Anyway: Stompgrass Trio** **4-5:30 PM**	**Mediacom Communications** will share this with another sponsor. Total package cost: **$ 600**
☐ **Entertainment: 6 - 7:30** Chris Thompson & Coral Creek	**Xcel Energy**
❑ **Orchestra Hospitality**	**Byerly's**
☐ **Trash Patrol** We find a nonprofit organization to handle all clean-up in the Commons during day and after the fireworks. 14-acres is a lot of ground to cover and it takes a team of 10-20 people to do the job effectively **If your company funds it, the donation will be made to the non-profit in your name.**	**$1,000** Sponsor gets signage, program listing

* Please call the Chamber for details.
952.474.6461

4th of July Firecracker 2-mile & 10K Run $1650

The **36th annual 4th of July 2-mile and 10K Firecracker Run** is a family-friendly competition that attracts top athletes and casual runners of all ages and abilities. It was conceived as a fun run to honor America's Bicentennial in 1976. Today, the event draws participants from all the country. The race always attracts out-of-town Minnesotans who return just to run the race and celebrate the 4th of July on Lake Minnetonka.

One of the few 10K's held on July 4th in Minnesota, the race is recognized by the Minnesota Distance Runners Association and has previously been included on MDRA's Grand Prix listing. It is computer chip-timed. The USTAC-certified 10K course is considered one of the prettiest and most challenging around the Twin Cities.

Firecracker Race Sponsorship is limited to seven non-competing companies and is granted on a first-right-of-refusal basis.

2012 race sponsors are:

- **Terry Roeser Agency –American Family Insurance**
- **Beacon Bank**
- **Excelsior Family Dental**
- **Lake Minnetonka Orthodontics**
- **Maynard's**
- **Ridgeview Excelsior Clinic**
- **WoodyLove, Realtor**

Race Sponsorship Benefits

- Name and logo on race shirts distributed to all 10K participants (approx. 1,200).
- Name/logo on all race registration forms (mailed to previous year's participants; distributed to public at local city halls).
- Name/logo on Race Banner, displayed at race finish line.
- Opportunity to distribute free promotional items, coupons, brochures as long as the sponsor can provide a means of distribution (staff or volunteers).