



City of Eden Prairie
Parks and Recreation Department

8080 Mitchell Road
Eden Prairie, MN 55344

952-279-8058

edenprairie.org/sponsor



Help Build Your Community and Sponsor an Event

2017 City of Eden Prairie Sponsorship Opportunities





LARGE-SCALE COMMUNITY EVENTS

Average attendance: 1,000+

The City of Eden Prairie presents several events each year to help bring our community together. From music and theater to recreational events for the whole family, our gatherings give every member of the community a reason to celebrate.

Will you consider helping us build an even stronger community by sponsoring an event?

Arts in the Park

A daylong juried art fair in May at Purgatory Creek Park featuring live music, children's activities, demonstrations, wine and beer tastings, and food.

Halloween on the Mall

A night of safe trick-or-treating at Eden Prairie Center mall. This annual event takes place on Halloween.

Hometown Celebration July 3rd and 4th

This two-day celebration is full of family entertainment, live music and concessions to commemorate our nation's independence. The event culminates with an impressive fireworks display July 4 at Round Lake Park.

KidStock Concert Series

An eight-week series of musical performances for kids each summer at the Staring Lake Amphitheatre.

Starring at Staring Concert Series

A variety of live musical entertainment each summer at the Staring Lake Amphitheatre. Performances every Sunday, Wednesday and Friday, June through August.

Summer Musical

The Eden Prairie Players perform a family friendly musical at Staring Lake Amphitheatre. Seven performances in June.

SPONSORSHIP BENEFITS

Prairie Partner

\$5,000+

- Recognition as a sponsor on event marketing materials and day-of event signage
- Logo included on all marketing materials
- Link from City's website to sponsor's website
- VIP tent and table at event (requires three-week notification)
- Distribution of promotional materials at event

Platinum

\$4,999-\$1,000

- Logo included on all marketing materials
- Link from City's website to sponsor's website
- Distribution of promotional materials at event

Gold

\$999-\$500

- Name included in list of sponsors on day-of event signage
- Link from City's website to sponsor's website
- Signage at event

Silver

\$499-\$100

- Name included in list of sponsors on day-of event signage
- Link from City's website to sponsor's website



TARGETED COMMUNITY EVENTS

Average attendance: 999 and under

Animal Open House

In April, the Outdoor Center is host to this event that gives participants a chance to meet all kinds of animals including rabbits, a hedgehog, guinea pigs, bearded dragons, turtles and more. Demonstrations and craft projects also highlight this event.

A Collection of One Acts

The Eden Prairie Players perform one-act plays at the Riley-Jacques Barn. Annual event includes complimentary pre-show refreshments during the seven performances.

Eden Prairie Art Crawl

Two-day event each fall featuring the art of Eden Prairie residents in their personal home studios or at the Art Center and Senior Center. Art and other gift items available for sale.

Fall Harvest

This October event celebrating Eden Prairie's heritage has live entertainment, children's activities and food at the historic Riley-Jacques Farmstead.

Fall Into Fitness

This annual Community Center open house showcases new and ongoing group fitness classes and is free to the general public. In addition to offering free classes this day, there are also facility tours.

Flick 'n' Floats

Movies that are shown in the Aquatics Center where participants watch a movie on a large screen while they float in the pool. Offered approximately six times per year.

Floating Pumpkin Patch

Pumpkins float in the pool and participants each pick one to decorate onsite and bring them home in time for Halloween.

Indoor Triathlon

This biannual event invites participants ages 14 and older to swim or row, bike and run at the Eden Prairie Community Center.

Rock on Ice

Annual evening event at outdoor ice rinks in January. Includes rock 'n' roll music, bonfire and refreshments.

Spooky Saturday

Children's event at the Community Center includes trick-or-treating, games, and arts and crafts activities. Typically takes place the Saturday before Halloween.

Winter Theater

Annual performance by the Eden Prairie Players at the Eden Prairie High School Auditorium. Six performances in February.

SPONSORSHIP BENEFITS

Platinum

\$500+

- Logo included on all marketing materials and day-of event signage
- Link from City's website to sponsor's website
- Distribution of promotional materials at event
- Signage at event

Gold

\$499-\$250

- Logo included on day-of event signage
- Link from City's website to sponsor's website
- Distribution of promotional materials at event
- Signage at event

Silver

\$249-\$50

- Name included in list of sponsors on day-of event signage
- Link from City's website to sponsor's website

Promotional benefits are based on the sponsor meeting target dates for print promotions.

Sponsors electing to support more than one event will receive benefits according to the donation level per event.

Marketing opportunities subject to change.

Your support is instrumental to providing affordable or free innovative activities and entertainment for our residents.