

Grand Old Day

Sponsorship Opportunities

(It's gonna be big)
47

Golf Carts \$10k

Logo featured on each cart
Sponsor logo on all event print advertising, program, poster, and web page
4 Wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Barricades \$10k

Logo featured on barricades
Sponsor logo on all event print advertising, program, poster, and web page
4 Wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Roller Derby \$10k

Logo on 8' x 3' Banner at Event Entrance
Logo on Photo Wall
4 Wristbands
Logo featured on event map
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Wrestlers \$10k

Logo on 8' x 3' Banner at Event Entrance
Logo on Photo Wall
4 Wristbands
Logo featured on event map
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Circus Juventes \$10k

Logo on 8' x 3' Banner at Event Entrance
Logo on Photo Wall
4 Wristbands
Sponsor logo on all event print advertising, program, poster, and web page
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Battle of the Bands \$10k

Logo on 8' x 3' Banner at Event Entrance
Logo on Photo Wall
4 Wristbands
Sponsor logo on all event print advertising, program, poster, and web page
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Information Booth \$10k

Logo featured on signage
Sponsor logo on all event print advertising, program, poster, and web page
4 VIP tickets
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Information Booth \$10k

Logo featured on signage
Logo featured on event map
4 VIP tickets
Entry in Parade
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Family Area \$10k

Logo featured on signage
Sponsor logo on all event print advertising, program, poster, and web page
4 wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Entertainment Area \$10k

Logo featured on signage
Sponsor logo on all event print advertising, program, poster, and web page
4 wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Sports & Wellness Area \$10k

Logo featured on signage
Sponsor logo on all event print advertising, program, poster, and web page
4 wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Grand Market Area \$10k

Logo featured on signage
Sponsor logo on all event print advertising, program, poster, and web page
4 wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Parade \$20k **SOLD**

Logo featured on signage
Sponsor logo on all event print advertising, program, poster, and web page
4 wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

St. Paul Police Presence Cost \$100+

1 wristband per \$1000 donated
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Wristbands \$10k

Logo featured on wristbands
Sponsor logo on all event print advertising, program, poster, and web page
4 wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Shuttles \$10k

Logo featured on the side of each shuttle & drop off sites
Sponsor logo on all event print advertising, program, poster, and web page
4 VIP tickets
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Pride Stage \$10k

Logo on 8' x 3' Banner at Event Entrance
Logo on Photo Wall
4 Wristbands
Sponsor logo on all event print advertising, program, poster, and web page
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Scooter Stations \$5k

Logo featured on signage
Sponsor logo on all event print advertising,
program, poster, and web page
4 wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Beer Sponsorship \$20k ~~SOLD~~

Logo featured at all music stages
Logo featured on event map
4 wristbands
Entry in Parade
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

2-Mile Fun Run \$5k

Logo featured on signage
Sponsor logo on all event print advertising,
program, poster, and web page
4 wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Wiener Dog Races \$5k

Logo featured on signage & trophies
Sponsor logo on all event print advertising,
program, poster, and web page
4 wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Lumberjack Show \$10k

Logo featured on signage & trophies
Logo on photo wall
Sponsor logo on all event print advertising,
program, poster, and web page
4 wristbands
Entry in parade with top 20 placement
Booth Space at Grand Old Day
Company name on Sponsorship Press Release
Logo with hotlink on Sponsorship page

Balloons \$5k

While the balloons are considered an advertising opportunity rather than a sponsorship opportunity, there are some added features beyond GABA securing you a balloon. Your fee covers the cost of entry into the parade (we suggest you get 10-20 participants) and your company name will be listed in the parade section of our website and on social media posts relating to the parade. For more information, go to

www.grandave.com/blog/parade_balloons.

Why Sponsor Grand Old Day?

For many Twin Cities residents, Grand Old Day marks the celebration of the beginning of summer after the long, frigid Minnesota winter. It attracts a diverse crowd because of all the different events going on during Grand Old Day. Young families show up early, excited to see the parade, followed by children's activities, and other entertainment. Adults of all ages come out to enjoy the live music concerts and beer gardens. In addition to these classics, Grand Old Day also has roller derby, wiener dog racing, and entertainment wrestling. If your company is trying to establish brand awareness or loyalty with the Twin Cities community, this is the perfect opportunity.

Grand Old Day by the Numbers:

Average Attendance:	225,000
Facebook Followers:	15,000
Number of Years:	47
Cost to Produce:	\$250,000
Average Time Spent at Festival:	4.5 hours
Digital Impressions:	300,000+
Print Impressions:	350,000+

Demographics:

- Average Age is 36.8
- 41.1% are 18-30/44.4% 31-50
- 55.1% are female
- Annual Household Income:
 - 42.1% range \$35k - \$75k
 - 31.1% range \$75k+

Facts:

- Highland Fest, Rice Street Festival, Taste of Minnesota and many other Twin Cities events have ended due to rising costs imposed by the city.
- Grand Old Day remains one of the last major public events in St. Paul.
- It is the largest one-day festival in the entire Midwest and 2nd largest in the country.