

# 2011 Rockin Rogers Days Sponsor Benefits Guide

Rockin Rogers Sponsor Benefits - this is a summary of the benefits you will receive in each level of sponsorship. This is your opportunity to be involved in our communities premiere event, promoting your business while giving back to our community.	Platinum \$2500 +	Gold \$1000	Silver \$500	Bronze \$250
Highest prominent ad size & placement	x			
Company signage on Main Stage	x			
• Company Banner [provided by sponsor] displayed by gate within Main Entertainment Center	x	x		
<b>NEW 2011:</b> Rockin Rogers Days Sponsor Magnet: for parade display and company recognition throughout the year	x	x		
Higher prominent ad size & placement		x		
• Company Logo, approved by sponsor*, on Parade Flyer - hand out to ~ 2000 participants	x	x		
Thank you ad with <i>company logo*</i> in Star News, Crow River News, and Rogers Lions Website	x	x		
• 50% off Coupon(s) – for local area newspaper (Crow River News) advertising.	x	x	x	
Prominent positioning for Rockin Rogers Days Parade	x	x		
<b>NEW 2011:</b> Premiere Sponsor exhibit booth 10'x10' **	x	x		
<b>NEW 2011:</b> Silver Option : Sponsor choice of either Sponsor Magnet or Company Banner in Main Entertainment Center			x	
Free Parade Entry	x	x	x	x
Sponsor Thank-YOU Banner***, supplied by RR Committee, in Main Entertainment Center	x	x	x	x
<i>Company name***</i> on Parade Flyer			x	x
<i>Company name***</i> on Sponsorship home page www.rogerslionsmn.com/sponsors			x	x
Thank you ad with <i>company name***</i> in Star News, Crow River News, and Rogers Lions Website			x	x
• 25% off Coupon(s) – for local area newspaper (Crow River News) advertising.			x	x
Complimentary Carnival Tickets - booklets (\$10 Value each)	10	5	2	1
Complimentary Event Entry Buttons (\$10 Value each)	10	5	2	1
Preferred parade positioning			x	x

\* Sponsor must opt-in and supply logo. Sponsor will assume all responsibilities for corporate approvals. RR Committee will make best efforts to conform to logo use guidelines, but in no way be liable for any non-conformity issues.

\*\*product or promotion items require pre-event written approval from RR Committee. No electrical or utility services will be available or allowed (e.g. generators). Booth location determined by RR Committee and communicated to sponsor by Wednesday preceding event. Sponsor shall bear all responsibilities for set-up and security of their exhibit.

\*\*\* Distinctive font size per sponsor category will be used to the extent that we, RR Committee, can control font size outcome

All: To ensure inclusion on all benefit offers, Sponsor Entry Forms must be received by May 1st. Afterwhich, a "best effort" will be made.

<http://www.rogersmnlions.org/rockinrogersdays.html>

## Return Forms to:

Rogers Lions - Rockin' Rogers Days  
21897 S. Diamond Lake Road  
Suite 400 | #250  
Rogers, MN 55374  
Attn: Pete Thoresen