



HAPPY DAYS SPONSORSHIP OPPORTUNITY

Show your support for the community while reaching a broad local audience!

with attendees while joining in on a variety of fun activities and events.

By sponsoring the 2025 Happy Days on Saturday, September 6, you do more than promote your organization; you play a crucial role in contributing to the diversity and vibrancy of our community. Your partnership enables us to deliver an unforgettable experience in Ramsey, demonstrates your active commitment to local events and initiatives and builds positive relationships between businesses and the community.

MARKETING REACH

- Distribution of 2,000+ flyers at key City locations and events.
- Engagement with 7,700+ City of Ramsey Facebook followers, reaching over 400,000+ annually.
- Attraction of 4,000-8,000+ festival attendees
- Mailing of 12,000+ copies of the Ramsey Resident newsletter.
- Website exposure with visits averaging 36,000+ monthly.



Presenting Sponsor

(\$10,000+ or in-kind equivalent)

Includes Platinum benefits plus:

- Highest visibility with prominent logo placement on festival communications and materials.
- Exclusive options like activating a dedicated space at the festival and first right of refusal for unique participation in events.
- Special thank yous leading up to and during the event.

Platinum Sponsor

(\$5,000-\$9,999 or in-kind equivalent)

Includes Gold benefits plus:

- Opportunity to sponsor a specific festival element or event.
- Logo banner at/on specific sponsored element or event (if applicable).
- Opportunity to introduce or present awards at a specific sponsored element or event (if applicable).
- Featured in a "Sponsor of the Week" spotlight on social media with a direct link to your business site.
- Receive an official certificate of recognition to display at your business/organization.

Gold Sponsor

(\$1,000-\$4,999 or in-kind equivalent)

Includes all Silver benefits plus:

- Free Parade float entry.
- Free Expo vendor entry.
- Special mentions by announcers during the Parade.



Silver Sponsor

(\$500-\$999 or in-kind equivalent)

Includes all Bronze benefits plus:

- Logo placement on Happy Days flyers and additional event materials.



Bronze Sponsor

(\$100-\$499 or in-kind equivalent)

- Recognition in the Ramsey Resident newsletter and at a City Council meeting.
- Business name listed on festival banner and materials.
- Grouped social media mentions.
- Ability to promote affiliation with Happy Days on its own channels.



QUESTIONS?

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