

# MAYDAY PARADE & FESTIVAL SPONSORSHIP OPPORTUNITIES!



## 44 Years of MayDay!

### Sponsorship Opportunities for the MayDay Parade and Festival

For many Minneapolitans the first Sunday in May is the official beginning of spring. On that day the streets of the south Minneapolis neighborhoods are filled to bursting with as many as 50,000 neighbors, friends, and tourists from across the country gather to welcome the iconic MayDay Parade down Bloomington Avenue and the festival and ceremony in Powderhorn Park.

The MayDay Parade and Festival is the product of a month of open workshops at In the Heart of the Beast Puppet and Mask Theatre. Hours of papier mache construction, cardboard molding, sewing, hammering and rubber tying will blossom into fantastical bike pulled floats, masked and costumed stiltwalkers, brightly painted banners and gigantic backpack puppets, animated by community members. Staff artists are joined by families, retired persons, church and labor groups to help build this daylong testament to the vibrancy and creative capital of Minneapolis' Powderhorn and Phillips neighborhoods.

We'd like to invite you to be a community partner in this year's 44th Anniversary Parade and Festival. Being a sponsor at this event would not only reach a diverse multi-generational, multi-ethnic audience, it would highlight your organization's commitment to art as a tool for engagement, and beauty as a necessity for all.

Sponsorship details can be found to the right, along with additional benefits. Thank you for considering this opportunity! We look forward to hearing from you.

Corrie Zoll Executive Director      Marcie Berg Development Director



### MAYDAY SPONSORSHIP INFORMATION

#### All Sponsors receive:

- Name listed on sponsor page in MayDay Tabloid
- Name listed on sponsor page on HOBT MayDay General Info webpage
- 10' x 10' information or 10'X 10' demo table
- Name listed on one of four Park Entrance Banners

#### Sponsors can choose to add additional sponsorship opportunities:

- MayDay Tabloid Ad Space
- Sponsor an HOBT MayDay Webpage — name and logo listed on the bottom of one MayDay page (18 page opportunities)
- Name listed on more than one Entrance Banner
- Logo printed on one of four Entrance Banners
- March in the Community Voices Section of the Parade

#### Sponsor Price Structure:

- Small Non-Profit** (annual budget under \$500,000) and **Small Business** (annual gross sales under \$1,000,000) — **Base Price \$500**      \$ \_\_\_\_\_

##### ADD-ON PRICES:

- 1/8 Page Black and White MayDay Tabloid Ad: \$150 (+\$50 for color)      \$ \_\_\_\_\_
- MayDay Solo Website Page Sponsorship: \$175      \$ \_\_\_\_\_
- Add Name to additional Entrance Banners (up to 3): \$175 X \_\_\_\_ banners      \$ \_\_\_\_\_
- Logo printed on one of four Entrance Banners: \$300      \$ \_\_\_\_\_
- March in the Community Voices Section of the Parade: \$100      \$ \_\_\_\_\_

- Large Non-Profit** (annual budget over \$500,000) or **Large Business** (annual gross sales over \$1,000,000) — **Base Price \$1,000**      \$ \_\_\_\_\_

##### ADD-ON PRICES:

- 1/6 Page Black and White MayDay Tabloid Ad: \$225 (+\$50 for color)      \$ \_\_\_\_\_
- MayDay Solo Website Page Sponsorship: \$275      \$ \_\_\_\_\_
- Add Name to additional Entrance Banners (up to 3): \$250 X \_\_\_\_ banners      \$ \_\_\_\_\_
- Logo printed on one of four Entrance Banners: \$500      \$ \_\_\_\_\_
- March in the Community Voices Section of the Parade: \$175      \$ \_\_\_\_\_

**TOTAL Sponsor Payment:**      \$ \_\_\_\_\_



TO BECOME A SPONSOR, PLEASE VISIT OUR WEBSITE AT  
<https://hobt.org/mayday/festival/mayday-festival-sponsorships>

In the Heart of the Beast Puppet and Mask Theatre  
 1500 E. Lake St., Minneapolis, MN 55407 • (612) 721-2535 • www.hobt.org