



Maple Grove Community Organization
12951 Weaver Lake Road, Maple Grove, MN 55369

To: Maple Grove Days Supporter
From: Deb Syhre, Pres.; Maple Grove Community Organization
Phone: 763-420-7258
Email: dsyhre.mgco@embarqmail.com

Re: Sponsorship Opportunities for Maple Grove Days July 15-18, 2010

The official kick-off for planning Maple Grove Days 2010 has begun! As our community continues to experience growth in commercial and residential development and the addition of the new and exciting Town Green performance area Maple Grove has the best to offer it's over 60,000 citizens. Maple Grove Days is the city's largest annual community festival with over 30,000 visitors attending. We would like to extend an invitation to you to join us in celebrating; **Maple Grove Days 2010 is scheduled for July 15-18.**

Despite economic trials celebrations still arrive on their designated dates, life style events take an added significance during stressful times. There may be a cut back on spending but not on spending time with friends and family. It's a proven fact festivals do better in recessionary times and the upward swing in attendance shows an increase as people look for fun and an escape from everyday routines. So as you look at putting your marketing dollars to work for you this year please consider investing in Maple Grove as a sponsor of the community festival.

As a Maple Grove Days Sponsor, you will:

- Reach 100 percent potential customers
- Leverage your company/organization visibility
- Make your marketing dollars work twice as hard
- Support your community

Comparison of purchasing individual ad space to your company listing as a sponsor, sponsorship gains you ownership in the festival, the personal interaction by being linked with the festival, breaking out of the institutional ad vision and moving into the community involvement. Past sponsor have reported increased customer business during the month in part due to their company's recognition at the Maple Grove Days celebration. With events ranging from children's activities to the business expo, art fair, food and live entertainment there are countless opportunities for your business to become involved also.

Your company will receive recognition in the official Maple Grove Days Guide produced by Prime Advertising, Osseo/Maple Grove Press MGD's Special Edition, and more, with over 47,000 printed listing of your company you will receive extensive exposure. Direct mailing of the MGD's Guide to over 24,000 homes and 1000's more copies available for pick up throughout the community, other announcements strategically place in the newspaper, radio and television plus added exposure from the Maple Grove Days website; www.maplegrovedays.com and links, the potential is GREAT! Additional advertising opportunities are available with Prime Advertising & Osseo/MG Press.

For your convenience a detailed Maple Grove Days Sponsorship packet is enclosed. You will find a Sponsor Benefits Guide and a Sponsorship Confirmation Form. Your completed Sponsorship Confirmation form must be postmarked **by April 1, 2010**, and mailed to the address listed below. An invoice will follow. Application forms for participation in the Pierre Bottineau Parade (July 15) and/or the Business Expo (July 17) are included or available on the website at www.maplegrovedays.com. To insure your space in these two popular events please return **ALL** registration forms for events you wish to participate in **with the sponsor confirmation**. **Space is limited.**

Should you have any question you may contact Deb at 763/420-7258 or dsyhre.mgco@embarqmail.com.

Please consider joining your fellow merchants in becoming a major sponsor of the Maple Grove Days community celebration for 2010.

Thank you. Maple Grove Days Sponsor Committee, MGCO
9332 Wedgewood Lane No., Maple Grove MN, 55369