



Connect Lake Elmo Sponsorship

**Engage, honor & celebrate
community with us!**

Lake Elmo
Minnesota

**20
26**



www.connectlakeelmo.org

Local Businesses Make Community Happen

Local businesses are at the heart of what makes our town feel connected, welcoming, and full of life. From everyday interactions to shared celebrations, it's businesses like yours that help create the moments and traditions people come together for.

When you invest in Connect Lake Elmo, the impact goes beyond a single event. It strengthens connections, builds trust, and creates memories residents will cherish year after year.

We invite you to join us in bringing these experiences to life - making them visible, inclusive, and rooted in the place we all call home.

About Us

Founded in April 2022, our all volunteer-run organization engages, honors, and celebrates the Lake Elmo community through inclusive events and initiatives that connect residents, businesses, and local organizations.

OUR WORK

Our work focuses on:

- **Engaging** residents and organizations through events, service projects, and collaborative initiatives.
- **Honoring** Lake Elmo's history by sharing local traditions and hidden gems across town.
- **Celebrating** local resources by serving as an information hub for residents, businesses, and organizations.



OUR MISSION

Our mission is to engage, honor, and celebrate our community.

Why Sponsor?

Sponsorship to Connect Lake Elmo is more than a donation - it's an opportunity to align your business with experiences people genuinely look forward to, enjoy, and remember.

SPONSOR

Sponsoring allows your business to:

- Reach engaged local audiences
- Receive meaningful community recognition
- Build trust and goodwill with the customers you serve
- Be associated with positive, visible community experiences

Sponsorship positions your business as a committed local leader.



Signature Events

Our work is anchored by two well-loved annual events that bring residents, families, and local businesses together.

4th of July Kids Parade

July 4th, 2026

A joyful hometown tradition that celebrates summer and community.

Our festive Fourth of July Kids Parade brings families and local businesses together to celebrate summer in true small-town style.

Decorated bikes, family activities, and an ice cream social, draw families downtown and position sponsors at the heart of a beloved community tradition.

Light Up Lake Elmo

December 5th, 2026

A festive community tradition that kicks off the holiday season.

Our charming small-town tree lighting brings residents and local businesses together for an evening of holiday cheer.

It drives foot traffic, highlights participating businesses, and places sponsors at the heart of a cherished community tradition.



These events are recognizable, well-attended, and deeply connected to our community.

Sponsorship Opportunities

Join us in supporting our town and celebrating community together!

Our annual sponsorship opportunities are designed to give local businesses meaningful visibility, recognition, and a chance to connect with the community through our signature events and year-round initiatives.

From highlighting your business on our website and social media to showcasing your logo at events, each tier offers a way to show your support while being seen as a committed local partner.

We invite you to partner with us to make an impact, and to share in the traditions, connections, and stories that make our town so special.

THANK YOU!
We look forward to working with you.



Heritage Sponsor \$2,500

Designed for businesses seeking consistent visibility, community leadership, and meaningful local engagement.

Website Visibility

- Business listing on our website
- Sponsor page with featured story and logo at the top of the page
- Logo featured on event pages on our website

Social Media & Promotion

- Two social media feature stories per year (video-based)
- Inclusion in categorical social media posts
- Featured mention in the monthly calendar post

Event & Calendar Promotion

- Submit up to 8 events per month to our community calendar, with links to more information
- Priority access for activity host sign-ups

On-Site Event Recognition

- Logo on event flyers and maps
- Large logo placement on banners displayed at all events



Sustaining Sponsor \$1,000

This tier offers meaningful visibility and consistent promotion for businesses looking to support community events while staying visible and engaged throughout the year.

Website Visibility

- Business listing on our website
- Logo featured on the sponsor page (middle-page placement)
- Logo displayed on event pages on our website

Social Media & Promotion

- Two social media feature stories per year (photo + text)
- Inclusion in categorical social media posts
- Featured mention in the monthly calendar

Event & Calendar Promotion

- Event submissions included in our community calendar
- Second priority access for activity host sign-ups

On-Site Event Recognition

- Logo on event flyers and maps
- Medium logo placement on banners displayed at all events



Community Sponsor \$250

Ideal for businesses looking for a meaningful community connection and recognition without a large investment.

Website Visibility

- Business listing on our website
- Sponsor page with logo and tagline
- Business name listed on event pages on website

Social Media & Promotion

- Inclusion in categorical social media posts
- Featured mention in monthly calendar

Event & Calendar Promotion

- Event submissions included in our community calendar
- Third priority access for activity host sign-ups

On-Site Event Recognition

- Small logo placement on banners displayed at all events



Neighbor Sponsor \$50

Ideal for neighbors and businesses seeking visibility in our sponsor listings and a connection to community initiatives with minimal commitment.

Website Visibility

- Business listing on our website
- Sponsor page with family or business name



Sponsorship Overview

Connect Lake Elmo - Annual Sponsorships

Annual Sponsorship Levels		Heritage	Sustaining	Community	Neighbors & Supporters
Amount & Services at each level		\$2500 \$1000 non-profits	\$1000 \$500 NP*	\$250	\$50
Website	Business Listing (by category)	x	x	x	x
	Sponsor Page - Story /Logo at top	x			
	Sponsor Page - Logo/About-middle		x		
	Sponsor Page - Logo + Tagline			x	
	Sponsor Page - Name (or Anonymous / In honor of)				x
Social Media	Social Media - Feature/Story Twice per year (video)	x			
	Social Media - Feature/Story - Twice/Year (Photos/Text)		x		
	Monthly Calendar of Events - What's coming up in Lake Elmo (featured in text)	x	x	x	
	Categorical Social Media Posts (Shopping, Recreational, Dining, etc.)	x	x	x	
	CLE Calendar of Events - Submit up to 8/month with link to more info	x	x	x	
	Priority for Activity Host Sign-ups	1	2	3	
Events	Event Fliers / Maps	Logo	Logo		
	Event Pages on Website	Logo	Logo	Listed	
	Large Banner at all Events where CLE has a presence	Large Logo	Medium Logo	Small Logo	

Note: Founding sponsors will be featured first and designated as a supporter of CLE since its inception

Partner With Us

We'd love to have you be part of this work with us - support from local businesses is what makes all of this possible!

How to become a sponsor

- Choose your sponsorship level
- Confirm your commitment
- Submit your donation

Payment

- Check
Payable to: Connect Lake Elmo
Mailing Address: PO Box 124 Lake Elmo, MN 55042
- Venmo
@connect-lake-elmo

Sponsorship Commitment Deadline: May 15, 2026

Sponsors confirmed by this date will receive full promotional benefits.

Questions or ready to sponsor?

Contact us at: connectlakeelmo@gmail.com



Thank You!

Our founding sponsors are the partners who believed in this work from the beginning. Their support helps bring our community traditions to life and sustain the experiences that connect our town.

We'd love to have you be part of this work with us - support from local businesses is what makes all of this possible!



LAKE ELMO BANK
A TRADITION OF SERVICE

**Lake Elmo
Rotary**



With sincere gratitude,

Tara, Mara, Kathy, Josh, Gaby, Jaime, Ninna, and Tony

