



CAPITAL CITY FEST

CAPITAL CITY FEST 2024!

September 21
12pm-7pm

Old Sears Parking Lot.
425 Rice St
St. Paul, MN 55103



Visit Our Website





A Celebration of St. Paul's Community and Culture

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Event Overview

Our Vision

To uphold the tradition of outdoor events in St. Paul, inspired by our community and the rich cultures that make Minnesota summers memorable. Celebrating local vendors, artists, creatives, and small business owners.

Event Highlights

Food and Drink: Diverse food trucks and drink options, including local craft beer and international cuisine.

Activities: Kids' zone, local vendor markets, car show, and live music.





Sponsorship Opportunities

Your sponsorship will directly fund the Kids Zone and Performance Stage, essential parts of our festival experience.



Become A Sponsor

Exclusive naming rights for the Kids Zone, Car Show or Performance Stage

Prominent logo placement on all marketing materials

Special recognition during the event

Banner display at the event

Featured and highlighted booth with priority on location

Commericals and/or promotional assets posted of website and social media platforms

we will customize the sponsorship package to your companies need!



Why Sponsor Capital City Fest?

Community Impact

Your support helps create a vibrant, inclusive community event that benefits local businesses and artists.

Brand Visibility

Gain exposure to a diverse audience of festival-goers through our extensive marketing efforts.

Corporate Social Responsibility

Show your commitment to community engagement and support for local culture.

Networking Opportunities

Connect with other sponsors, vendors, and attendees, enhancing your business relationships





Event Exposure and Activation Ideas

EVENT EXPOSURE

Audience Reach

- Over 5,000 attendees from diverse backgrounds, including families, young professionals, and local community members.

Marketing Channels

- **Social Media Campaigns:** Facebook, Instagram, Twitter
- **Local Media:** Newspapers, Radio, and TV coverage
- **Email Newsletters:** Distributed to a large subscriber base
- **Event Website:** Prominent sponsor logos and links

Media Imprint

- **Radio Ads:** Running on popular local stations
- **Social Media Promotions:** Targeted ads and posts reaching over 20,000 followers
- **Billboards:** Strategically placed across St. Paul for maximum visibility

ACTIVATION IDEAS

Branded Activities

Host interactive activities in the Kids Zone or near the Performance Stage

Product Sampling

Distribute samples or coupons to attendees

Exclusive Giveaways

Sponsor branded giveaways or contests

Interactive Booths

Create engaging, themed booths to attract attendees and provide information about your brand



Contact Now



How To Become A Sponsor

Choose Your Sponsorship Level

Customize the sponsorship package that best suits your company's goals and budget.

Payment

An invoice will be sent via PayPal. Your sponsorship will be confirmed upon receipt of payment.

Promote

Share the festival information with your network to help us make this event a success.