

Richmond River Lake Days
PO Box 586
Richmond, MN 56368



To whom it concerns,

I am writing on behalf of Richmond River Lake Days to request a donation for our raffle scheduled during our event in July. Typically, we have 4,000 plus attendees throughout the event, in addition raffle tickets are sold at local businesses. We raffle cash prizes, gift cards, merchandise, and services generously donated by businesses like yours. The event proceeds will help fund the River Lake Days community grants, the River Lake Days Event (a fundraiser for our non-profit organization, along with 15-20 other non-profits that sell goods or services).

We would greatly appreciate any donation you can make. Should you make a donation for the raffle, your business will be recognized at the raffle drawing, and the top donors will be displayed on the raffle ticket, along with advertising vis our website and social media platforms.

In addition to this request, I have included our sponsorship letter and tiers, your cash or in-kind donation amount for the raffle will receive the same benefits as our monetary sponsors. Current sponsors will have raffle donation added to their sponsor level. Non-sponsors will receive a total value applied to the sponsorship tiers for added benefits.

If you have any questions or need further information, please contact me at (320)333*5095 or at richmondriverlakedays@gmail.com. On behalf of the Richmond River Lake Days Board of Directors, Vendors and Richmond Community, thank you for your consideration.

Sincerely,

Emily Monnens

Board of Directors/Marketing

River Lake Days Committee

To whom it may concern,

The 2021 Richmond River Lake Days annual event is scheduled for July 15th – 17th! We are excited to have worked with our local high school on this year's logo representing **30 Years of Magic!** The mission of Richmond River Lake Days has always been to strengthen social good by contributing to nonprofits and community projects that inspire generosity, community enhancement or togetherness, and offer pathways that support strong, interconnected partnerships throughout the community. It has been decided the point has come to expand our mission and serve our community by becoming a 501c3 organization called River Lake Association (dba Richmond River Lake Days). Richmond River Lake Days will still be the focus and held as an annual fundraiser that supports our association, many non-profits and our community.

Furthermore, the Richmond River Lake Days Run has decided to come under the new River Lake Association umbrella and we are streamlining our sponsorships and marketing, which means additional benefits for you! Due to this merge our efforts are now combined including sponsorship. In the past Richmond River Lake Days and River Lake Days Run had separate sponsorship campaigns, now they are combined into one! Your sponsorship will include the benefits of both providing you with more exposure, advertising and recognition.

Richmond River Lake Days is an extended community-wide celebration that supports non-profit organizations by providing the opportunity to raise funds and awareness for their causes. Each year we typically have 20-25 vendors that are non-profit and operate solely based on volunteers, which is something we take great pride in.

It is with the help of sponsors like yourself that this community event and opportunity for local non-profits has continued so long. All contributions are used to offset the cost of fireworks, permits, entertainment, and parade participants.

Sponsorship grants you the opportunity to reach over 4,000 annual festival goers from across the state. You also get the chance to reach over 25,000 visitors to our website and over 40,000 of our Facebook subscribers. Other opportunities include having your logo displayed on a billboard, banners, brochures, etc. Please see below for all the great options available to you.

We have also enclosed information for the Grand Parade being held July 17th at 7pm. Decorate your float based on the **Magical** theme for a chance to win 1st place (\$250), 2nd place (\$150) or 3rd place (\$50). Please note that parade position is on a first come basis, so get your registration in soon!

In appreciation of your anticipated donation, we would like to offer you the attached benefits.

For printing purposes, all donations need to be received prior to April 1st, 2021 to have logo or name included in printed material. All members of this community and the Richmond River Lake Days Committee thank you for your consideration and your help with keeping this great community tradition going year after year.

Sincerely,
River Lake Days Committee
River Lake Days Committee

Sponsorship Level		River Sponsor \$750	Lake Sponsor \$500	Stream Sponsor \$250	Pond Sponsor \$100
Free Entries					
Weekend Passes		10	6	4	2
Race Entries		4	3	2	
Event Advertising Opportunities					
Billboard	Logo on one billboard location	✓			
Event Banners	Logo on Main Guide Banner	✓			
	Logo on Stage Banner	✓	✓		
	Name Listed on Main Stage Banner	✓	✓	✓	
	Logo on River Lake Days Run Finish Line Banner	✓			
Brochure	Name Printed on River Lake Days Run Banner	✓	✓		
	Logo in Brochure (4,000)	✓	✓		
	Name listed in brochure	✓	✓	✓	✓
Flyer	Logo on Flyer	✓			
Print Advertising	Logo in Guide of Lakes Guide	✓			
	Logo in Advertising in 5 local newspapers	✓			
	Name listed in Cold Spring Record Advertising	✓	✓		
Radio Advertising	Mentions in radio advertising	✓			
River Lake Days Run Advertising					
Tshirts	Exclusive Large Top Level Logo on Race - Tshirts	✓			
	Large Logo on back of Race Shirt		✓		
	Bold Name on back of Race Shirt			✓	
	Name on back of Race Shirt				✓
Medals	Logo on medal Lanyard	✓			
Social Media & Website Advertising					
Website	Logo Listed under sponsorship level with Link	✓	✓	✓	✓
	Logo listed on Run Registration Website with business link	✓			
Social Media	Mentions on Social Media	3 Months	2 Months	1 Month	1 Week
	Company Promotion on Facebook	✓	✓	✓	✓
	Acknowledgement of Level on Social Media	✓	✓	✓	✓
	Acknowledgement of Giving on Social Media	✓	✓	✓	✓
	Cross publication on Facebook (over 5,000 combined followers)	✓	✓		
Event Recognition					
Friday Entertainment	Recognition during Friday's Entertainment	✓	✓	✓	
Saturday Entertainment	Recognition during Saturday's Entertainment	✓			
River Lake Days Run	Race Day recognition	✓			
Additional Opportunities					

Grand Parade Float - Free for Non-Profit Organizations, \$15 for Richmond Civic & Commerce Members, \$25 for Non-Members, \$50 Political Entities
 Raffle Sponsor - Minimum \$50 Cash or in-Kind Donation (Additional Advertising)