



49TH ANNUAL ST. PATRICK'S DAY PARADE & CELEBRATION Saturday, March 18, 2023

Crosslake's award-winning St. Patrick's Day Parade and Celebration is celebrated by thousands of green-clad, Irish for a Day, residents and visitors of all ages. The Crosslake Chamber of Commerce along with an all-volunteer energetic committee organize an entire slate of fun events which includes the 49th Annual Parade, 9th Annual Clover Dash, Search for the Lost Pot of Gold, Lucky Lanyard Deals and Discounts and NEW this year we're bringing in the Shenanigans VIP Tent!

We invite YOU to get involved and gain priceless exposure for your business, generate excitement among your staff, help promote Crosslake and our region and make this event a memorable Crosslake experience for your patrons, your family and your friends!



**MAGNUM
RESEARCH®**

**NAMED '#1 FESTIVAL / EVENT' IN BEST
OF THE BRAINERD LAKES CONTEST BY
THE BRAINERD DISPATCH IN 2022.**



49th Annual St. Patrick's Day Parade & Celebration Committee Members

- + **Chair: Bob Heales**, Crosslake Public Safety Commission
- + **Dawn Maucieri**, Maucieri's Italian Bistro
- + **Heather Jones**, The Log Church
- + **Melissa Krueger**, Simply Rustic Floral Design
- + **Amy Wannebo**, Lakes Area Septic Design
- + **Elysha Novak**, Crow Wing Kayaks
- + **Mallory Goerges**, Pequot Manufacturing
- + **Laura Goerges**, Pequot Manufacturing
- + **Jackie Wipper**, Squirrely Mama
- + **Steve Spencer**, Crosslake Area Vacations & Rentals
- + **Katheryn Palmer**, The Wharf
- + **Jackson Purfeerst**, Crosslake City Councilman
- + **Holly Chase**, Crosslake Bikes
- + **Cindy Myogeto**, Crosslake Chamber

We appreciate your support and participation to market, promote, host, & enjoy this grand event!

To help secure the continued exposure and success of this celebration, please choose a level of sponsorship which will support the event, defray event costs, and promote your business to thousands!

**NAMED 'BEST ST. PATRICK'S DAY
CELEBRATION IN THE STATE OF MN' BY
WCCO VIEWERS IN 2018.**



SPONSORSHIP OPPORTUNITIES & BENEFITS



CROSSLAKE

— Chamber of Commerce —

Full event details at:
crosslake.com/st.patsday



MAGNUM RESEARCH®

Emerald Sponsor: \$4,000

(SOLD: THANK YOU MAGNUM RESEARCH!)

- + 1st Feature in the parade (behind the Color Guard and Grand Marshall)
- + Entrance to preferred parade lineup area in Town Square
- + 4 complimentary Lucky VIP badges for access to the Shenanigans VIP Tent
- + Business logo displayed on 8' yard banners at 10-12 locations throughout out Crosslake
- + Business logo featured on banner leading the parade, carried by representatives from your business
- + Business logo on 2,000 Lucky lanyards distributed at participating business locations
- + Business name included on 30 St. Pat's Parade & Celebration promotional radio ads
- + Business acknowledged as Emerald Sponsor of Community Radio Shows (R&J Broadcasting and Hubbard Radio)
- + Business logo on St. Pat's Parade newspaper print advertising purchased with more than 35,200 impressions in the Echo/Northland Press
- + Business logo with link to your business on Crosslake App and website (140,000 annual pageviews)
- + Business logo on 1,000 printed event flyers
- + Business Logo on the Explore Brainerd Lakes Welcome Center HWY 371 South Digital Display
- + 2 Complimentary Swell ads
- + Business name/logo included in weekly Swell email blasts to approximately 3,000 Chamber Member Representatives beginning at time of sponsorship commitment.
- + Business logo, with link to your website promoted on Crosslake Chamber, Brainerd Lakes Chamber & St. Patrick's Day Facebook pages, plus Crosslake Chamber Instagram page (17,000 followers)

Ruby Sponsor: \$3,000

Commitment Date: Jan. 15, 2023 (for maximum benefits)

- + 2nd Feature in parade (behind Color Guard, Emerald, and Grand Marshall)
- + Entrance to preferred parade lineup area in Town Square
- + 2 complimentary Lucky VIP badges for access to the Shenanigans VIP Tent
- + Business name included on 20 St. Pat's promotional radio ads.
- + Business acknowledged as Ruby Sponsor of Community Radio Shows (R&J Broadcasting and Hubbard Radio)
- + Business logo on St. Pat's Parade newspaper print advertising purchased with more than 35,200 impressions in the Echo/Northland Press
- + Business logo with link to your business on Crosslake App and website (140,000 annual pageviews)
- + Business logo on 1,000 printed event flyers
- + Business Logo on the Explore Brainerd Lakes Welcome Center HWY 371 South Digital Display
- + 1 Complimentary Swell Ad
- + Business name/logo included in weekly Swell email blasts to approximately 3,000 Chamber Member Representatives beginning at time of sponsorship commitment.
- + Business logo, with link to your website promoted on Crosslake Chamber, Brainerd Lakes Chamber & St. Patrick's Day Facebook pages, plus Crosslake Chamber Instagram page (17,000 followers)

Brew Sponsor: \$2,000

(SOLD: THANK YOU DAHLHEIMER BEVERAGE!)

- + Featured beer on all printed pieces designed by the Crosslake Chamber
- + Print Chamber designed 10 -12 8'yard banners and hang a Crosslake establishments
- + Entrance to preferred parade lineup area with parade placement in the top 10
- + 2 complimentary Lucky VIP badges for access to the Shenanigans VIP Tent
- + Business Logo identified as sponsor inside Shenanigans VIP Tent
- + Business acknowledged as Brew Sponsor of Community Radio Shows (R&J Broadcasting and Hubbard Radio)
- + Business name on St. Pat's Parade newspaper print advertising purchased with more than 35,200 impressions in the Echo/Northland Press
- + Business logo with link to your business on Crosslake App and website (140,000 annual pageviews)
- + Business logo on 1,000 printed event flyers
- + Business logo, with link to your website promoted on Crosslake Chamber, Brainerd Lakes Chamber & St. Patrick's Day Facebook pages, plus Crosslake Chamber Instagram page (17,000 followers)



Spirit Sponsor: \$2,000

(SOLD: THANK YOU RED LOCKS!)

- + Featured as the official Spirit on all printed pieces designed by the Crosslake Chamber
- + Entrance to preferred parade lineup area with parade placement in the top 10
- + 2 complimentary Lucky VIP badges for access to the Shenanigans VIP Tent
- + Business Logo identified as sponsor inside Shenanigans VIP Tent Business acknowledged as Spirit Sponsor of Community Radio Shows (R&J Broadcasting and Hubbard Radio)
- + Business name on St. Pat's Parade newspaper print advertising purchased with more than 35,200 impressions in the Echo/Northland Press
- + Business logo with link to your business on Crosslake App and website (140,000 annual pageviews)
- + Business logo on 1,000 printed event flyers
- + Business logo, with link to your website promoted on Crosslake Chamber, Brainerd Lakes Chamber & St. Patrick's Day Facebook pages, plus Crosslake Chamber Instagram page (17,000 followers)



Leprechaun Sponsor: \$600 (20 available)

Commitment Date: Feb. 8, 2023 (for maximum benefits)

- + Entrance to preferred parade lineup area with parade placement in the top 24
- + Business acknowledged as Leprechaun Sponsor of Community Radio Shows (R&J Broadcasting and Hubbard Radio)
- + Business name on St. Pat's Parade newspaper print advertising purchased with more than 35,200 impressions in the Echo/Northland Press
- + Business logo with link to your business on Crosslake App and website (140,000 annual pageviews)
- + Business name on 1,000 printed event flyers
- + Business logo, with link to your website promoted on Crosslake Chamber, Brainerd Lakes Chamber & St. Patrick's Day Facebook pages, plus Crosslake Chamber Instagram page (17,000 followers)
- + 4 Complimentary Lucky Lanyards

Shenanigans VIP Tent

Sponsor: \$500 (40 available)

Commitment Date: Feb. 8, 2023 (for maximum benefits)

- + Business Logo identified as sponsor inside Shenanigans VIP Tent
- + Business logo with link to your business on Crosslake App and website (140,000 annual pageviews)
- + Business name on 1,000 printed event flyers
- + Business logo, with link to your website promoted on Crosslake Chamber, Brainerd Lakes Chamber & St. Patrick's Day Facebook pages, plus Crosslake Chamber Instagram page (17,000 followers)
- + 2 Complimentary Lucky VIP badges for access to the Shenanigans VIP Tent includes:

Shamrock Sponsor: \$400

Commitment Date: Feb. 8, 2023 (for maximum benefits)

- + Business name on St. Pat's Parade newspaper print advertising purchased with more than 35,200 impressions in the Echo/Northland Press
- + Business logo with link to your business on Crosslake App and website (140,000 annual pageviews)
- + Business logo on 1,000 printed event flyers
- + Business logo, with link to your website promoted on Crosslake Chamber, Brainerd Lakes Chamber & St. Patrick's Day Facebook pages, plus Crosslake Chamber Instagram page (17,000 followers)
- + 2 Complimentary Lucky Lanyards

Castle Sponsor: \$250

Commitment Date: Feb. 8, 2023 (for maximum benefits)

- + Business logo on 1,000 printed event flyers
- + Business logo, with link to your website promoted on Crosslake Chamber, Brainerd Lakes Chamber & St. Patrick's Day Facebook pages, & Crosslake Chamber Instagram page (17,000 followers)
- + Business advertisement (8-1/2 x 11 laminate) on front of a portable restroom on the parade route (your design or ours)

Shenanigans VIP

Tent Badge: \$100 (125 available)

- + Bag chair with VIP reserved parade seating (keep your chair)
- + 1 meal including drink of choice
- + 1 Lucky VIP Badge Lanyard
- + Access to private cash bar
- + Covered, heated tent with high top tables
- + Option to purchase reserved VIP parking for \$20 (35 spaces available)



RESERVE YOUR SPONSORSHIP TODAY FOR MAXIMUM EXPOSURE!

SPONSOR Please accept my sponsorship to support the event, & provide my business with the benefits associated with this level:

- ☒ **SOLD** Emerald Sponsor: \$4,000 ☐ Ruby Sponsor: \$3,000 ☒ **SOLD** Brew Sponsor: \$2,000 ☒ **SOLD** Spirit Sponsor: \$2,000
☐ Leprechaun Sponsor: \$600 ☐ VIP Tent Sponsor: \$500 ☐ Shamrock Sponsor: \$400 ☐ Castle Sponsor: \$250

ATTEND AS A VIP NEW THIS YEAR! Attend as a VIP with the Shenanigans VIP Tent Badge.

☐ Shenanigans VIP Tent Badge (\$100) x Quantity of VIP Badges: _____ = \$ _____

CONTACT & PAYMENT INFORMATION

Business Name: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Mobile Phone: _____

Email: _____ Signature: _____

Total Investment: \$ _____

- ☐ Check enclosed (payable to Crosslake Chamber of Commerce) ☐ Invoice me (I'm a Chamber Member) ☐ Contact me for credit card info

Make checks payable & mail with this agreement to: Crosslake Chamber of Commerce, P.O. Box 315, Crosslake, MN 56442

NOTE: While the Chamber and St. Pat's Day committee strive to comply with benefits listed, some details of sponsorship may be subject to change. Sponsorships are not refundable due to Federal, State and City laws enacted which may prohibit the event execution on the event date. **SPONSORSHIP MUST BE PAID IN FULL BY COMMITMENT DATES.**

OTHER WAYS TO PARTICIPATE

- ☐ Please supply me with Lucky Lanyards to sell to patrons @ \$6 each, with proceeds benefiting the Chamber. List the following as my businesses deal or discount valid Fri. and Sat. March 17-18, 2023.

- ☐ My business is hosting a special activity on parade weekend! Please list these details on www.Crosslake.com & the Crosslake app.

- ☐ Sign up my business for the St. Patrick's Day Parade. I will complete the Parade Registration Form.

- ☐ My business will donate an item valued at, \$ _____, for the prize basket awarded to the finder of the Pot O' Gold.

Item Description: _____

DIRECT QUESTIONS TO CINDY OR BOB:
Cindy Myogeto, Crosslake Chamber Director
Cindy@Crosslake.com | (218) 692-4027
Bob Heales, Committee Chair
RAHeales@Mindspring.com | (218) 866-0336

The Crosslake Chamber of Commerce, a proud partner of the Brainerd Lakes Chamber & St. Patrick's Day Committee, reserve the right to make final decisions regarding marketing consistency and event organizational needs.

