

# 2010 MayDay Stage Sponsorships

The MayDay Parade and Festival, produced by In the Heart of the Beast Puppet and Mask Theatre (HOBT), is a landmark event in South Minneapolis that draws an audience of more than 50,000 people from across the Twin Cities and beyond.

Celebrating its 36th anniversary on May 2, MayDay is grounded in creative community building, peace, and stewardship of the natural world. The all-day festival of food and music is programmed on four distinct stages in beautiful Powderhorn Park.

We invite you to bring your message to the tens of thousands of people at this one-of-a-kind, family-friendly event by becoming a stage sponsor.



### \$3,500 Band Stage sponsorship receives:

- **Large, full-color banner** (3' x 15') attached to the stage with business name and logo.
- **Five logo placements** at the stage (provided by sponsor) and agreed to by HOBT



- regarding placement and content.
- **Full page ad** (16" tall x 10" wide) in the MayDay tabloid, 10,000 copies printed and distributed to parade audience (\$1,520 value).
- **Information table reservation** at festival; sponsor provides staffing & materials (\$75 value).
- **Listing on *Funders & Friends* page** of the tabloid and year-long recognition in HOBT show programs.
- Named stage **prominently featured on map** of Festival in tabloid.
- **Prominent signage** at 16 Community Workshops during the month of April (estimated 2,500 total attendees).

- Logo and sponsorship information featured on MayDay page of **HOBT's Website**.

### \$3,000 Show Stage sponsorship receives:

- **Large, full-color banner** (2.5' x 12') attached to the stage with business name and logo.
- **Three logo placements** at the stage (provided by sponsor) and agreed to by HOBT regarding placement and content.
- **½ page ad** (8" tall x 10" wide) in the MayDay tabloid, 10,000 copies printed and distributed to parade audience (\$760 value).
- **Information table reservation** at festival; sponsor provides staffing & materials (\$75 value).
- **Listing on *Funders & Friends* page** of the tabloid and year-long recognition in HOBT show programs.
- Named stage **prominently featured on map** of Festival in tabloid.
- **Prominent signage** at 16 Community Workshops during the month of April (estimated 2,500 total attendees).
- Logo and sponsorship information featured on MayDay page of **HOBT's Website**.



## \$2,000 Family Stage sponsorship receives:

- **Large, full-color banner** (2' x 9') attached to the stage with business name and logo.
- **¼ page ad** (8" tall x 4" wide) in the MayDay tabloid, 10,000 copies printed and distributed to parade audience (\$304 value).
- **Information table reservation** at festival; sponsor provides staffing & materials (\$75 value).
- **Listing on *Funders & Friends* page** of the tabloid and year-long recognition in HOBT show programs.
- Named stage **prominently featured on map** of Festival in tabloid.
- **Prominent signage** at 16 Community Workshops during the month of April (estimated 2,500 total attendees).
- Logo and sponsorship information featured on MayDay page of **HOBT's Website**.



## \$1,500 Diamond Stage sponsorship receives:



- **Large, full-color banner** (2' x 6') attached to the stage with business name and logo.
- **1/8 page ad** (5" tall x 4" wide) in the MayDay tabloid, 10,000 copies printed and distributed to parade audience (\$190 value).
- **Information table reservation** at festival; sponsor provides staffing & materials (\$75 value).
- **Listing on *Funders & Friends* page** of the tabloid and year-long recognition in HOBT show programs.
- Named stage **prominently featured on map** of Festival in tabloid.
- **Prominent signage** at 16 Community Workshops during the month of April (estimated 2,500 total attendees).
- Logo and sponsorship information featured on MayDay page of **HOBT's Website**.

*"The annual MayDay Parade and Festival... ..is the best of what art should be, in a form that is accessible and inclusive of people of all incomes, ages, races and cultures."*

- From a letter written by the Jobs and Affordable Housing Campaign Team, 2000

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