



LARF
PO Box 492
Lindstrom, MN 55045
www.larfmn.com

Marketing Director – Rey Thompson
Director@larfmn.com
Marketing Assistant – Robyn Bruhn
marketingteam@larfmn.com

LARF Sponsorship Opportunity Letter

In May 2018, the Lakes Area Royale Faire (LARF) made its debut in the Lakes area at Lions Park in Lindstrom, Minnesota. The event was a huge success for a first year festival, attracting over 1,000+ patrons and a second event planned for May 2019 - and although the weather was cold, windy and rainy, over 200+ patrons braved the conditions to come out and play in the cold! When conditions worsened and major flooding prevented opening due to safety concerns, disappointment was expressed by both patrons and participants.

With positive feedback received from not only our patrons, but the City of Lindstrom and the Lakes Area Chamber of Commerce, we have elected to make this an annual event. The Faire has the potential to draw thousands of patrons to the festival as well as to the Lake's area community and businesses each year as the Faire continues to take place and grow. And with our experience this year with Mother Nature, we are even taking in feedback in regard to weather and timing as we plan our next festival event to ensure an even more successful event for 2020.

All LARF committee and board members are volunteers. Many of them are small business owners themselves who know and understand the value of supporting local businesses and communities in order to survive, expand and grow.

We would like to offer Lakes Area Community businesses a chance to become a part of our LARF volunteer family by helping sponsor our 2020 event in one of the following ways:

- Gift Baskets for Raffles – up to \$50.00 values
- Product or Service Sponsorship – any value amount
- Direct Monetary Sponsorship

Please consider sponsorship as an opportunity for use of some of your advertising funds and become a 2020 LARF sponsor. This provides the benefit of additional advertising of your company through our advertising campaign which utilizes printed media, internet and social media networking with no extra time and effort from your busy schedule!

2020 sponsorships, starting at the \$250 level, will be featured in at least one – and *up to* three – of our 2020 online and/or printed media advertising opportunities, including:

1. Printed Event Programs (~1,000 to 1,500) which are handed out to Event Cast, Patrons, and Guest
2. Sponsorship page on the Lakes Area Royale Faire website, www.larfmn.com, for up to 12 months
3. Event Posters (~500 to 1000)

Additionally, digital media will be provided for you to share on your social media site(s) upon request.

The opportunity for the 2020 Faire sponsorships will be closing May 1, 2020 - we hope you will join us soon!

Thank you for your time and consideration, we'll see you at the Faire!

Sincerely,

Rey Thompson