

SPONSORSHIP



OPPORTUNITIES

DAN PATCH DAYS

Celebrate the Legend!

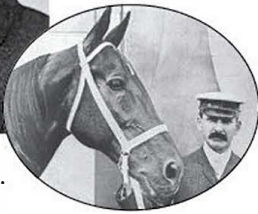
June 20-23, 2024

Get Involved!



**Help us accomplish good things
while building your business!**

ABOUT THE EVENT



The Event

Who is Dan Patch?

Before Secretariat...
Seattle Slew... or
War Emblem... there was Dan Patch.

The only horse in racing history to break the two-minute barrier 35 times, Dan Patch startled the world with a **record-breaking one mile pace of 1:55 minutes** on September 8, 1906 at the Minnesota State Fairgrounds. Apart from his physical prowess, Dan Patch was a crowd pleaser and a hero to kids across America – as popular as Lassie and Rin Tin Tin. Dan Patch lived and trained in an elaborate horse stable built on the southern banks of the Minnesota River by his owner, M.W. Savage, a prominent Minneapolis businessman.

When Dan Patch died in 1916, Savage died 32 hours later – an untimely death said to be caused by a broken heart. The local community was so fascinated with the fairy-tale story of Dan Patch and his owner that they decided to rename their City to Savage. Nearly hundred years later, the City of Savage continues to celebrate the horse's great legacy with Dan Patch Days.

BECOME A SPONSOR AT THE 2024 DAN PATCH DAYS

Our mission is to inspire, enlighten, and delight all our visitors while we use the proceeds (\$190,000 in the past 15+ years) to maintain and enhance community organizations.

You help us to accomplish good things!

- **SEIZE THE OPPORTUNITY** to participate in this special one of kind community event!
- **CHOOSE A SPONSORSHIP PACKAGE** that will best reinforce your company's image.
- **BALANCE YOUR COST** with the opportunity to increase your visibility to both current and new customers.

Your sponsorship creates customer loyalty, sends a message that your business is behind the community you live and/or work in.

Our sponsorship programs are specifically designed to provide branding and marketing opportunities for your success.

Events

Thursday, June 20th

SAVAGE ROTARY CRAFT BEER & WINE TASTING EVENT

Estimated Attendance 500

Friday, June 21st

MUSIC & DINNER in the PARK

Estimated Attendance 4,000+

Food Trucks

Featured Band - Gen X Jukebox & Good for Gary

Saturday, June 22nd

EVENTS FOR ALL AGES

BEGINNING AT 10:00 AM!

Estimated Attendance 10,000+

Featured Events {Include but not limited to):

Parade, Ninja Course, Skateboard Contest &

Free Clinic, Activities for Kids of All Ages,

Live Stage Performances, Food Vendors

Featured Band - School of Rock & The Dweebs

Sunday, June 23rd

Join the Savage Fire Department for a
delicious **PANCAKE BREAKFAST!**



YOUR BENEFITS



CORPORATE SPONSORSHIP OPPORTUNITIES

Benefits at a Glance	Platinum (\$5,000)	Gold (\$2,500)	Silver (\$1,500)	Bronze (\$1,000)
Corporate Branding –				
Event Poster – Over 100 copies displayed at local businesses	U			
Website Home page – www.danpatchdays.org	U			
Website Sponsor page of web site w/web link & social media mentions – Average 25,000 hits during month of event	U	U	U	
Savage Pacer Newspaper – Thank You Ad (circulation 7,500)	U	U		
SavagePacer DPD Event Insert Ad Circulation 7,500	U	U	U	
Business Presence in the Park	U	U	U	U
Volunteer T-shirts – Logo on 400 volunteer T-shirts advertising over 4 days	U	U		
Free Parade Entry – 10,000+ estimated on lookers crowding the streets of Downtown Savage	U	U	U	
Fence of Fame – **strategic location for your “company provided” banner	U	U	U	
Signage at Sponsored Event – *strategic location for your “company provided” banner	U	U	U	U
On Stage Mentions	U	U	U	U
Website Sponsor Page – with web link www.danpatchdays.org	U	U	U	U
Social Media Mentions	U	U	U	U

*Industry Exclusivity is given to businesses with like products or services at the discretion of the Dan Patch Days Board of Directors.

**Fence of Fame Banners are to be provided by the Sponsor and are not to exceed 10'. **Signage at Sponsored Events are to be provided by the Sponsors and not to exceed 4' x 6'.



Be Part of the WINNING CELEBRATION!

Questions? Contact Co-Chairs of Dan Patch Days Sponsorship Committee:
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www.danpatchdays.org

2024

