

# District del Sol

REDA coordinates events and beautification initiatives that attract people and businesses to District del Sol, the West Side's central commercial corridor.



## Music & Movies in District del Sol

This free 8-part outdoor film and music series runs every Thursday during the summer and features a local band and family friendly activities followed by a film.

### Producer -- \$5,000

- \* Recognition at all shows.
- \* Opportunity to show trailer before each movie.
- \* Space provided for sponsor information/display at all shows.
- \* Logo in all event print advertising.
- \* Enhanced recognition in all event press releases.
- \* Name featured on event banner during all shows.
- \* Logo and hyperlink on program webpage.
- \* Banner strategically placed on-site during all shows (provided by sponsor).

### Director -- \$1,000

- \* Recognition at one show.
- \* Space provided for sponsor information/display at one show.
- \* Mention in all event press releases.
- \* Logo on program webpage.
- \* Banner strategically placed on-site during one show (provided by sponsor).

## For more information on any of the sponsorships in this packet please contact:

Riverview Economic Development Association

651.222.6347

[www.districtdelsol.com](http://www.districtdelsol.com)

[bg@districtdelsol.com](mailto:bg@districtdelsol.com)

176 Cesar Chavez Street, St. Paul, MN 55107



## District del Sol Beautification Initiatives

Be a part of the continued growth and development of the District del Sol commercial corridor. Participate in one of many beautification initiatives strategically designed to create a positive, engaging, pedestrian friendly experience in our commercial area.

### District del Sol Bus Shelters

This program includes the construction and installation of 19 unique bus shelters throughout the District del Sol commercial corridor.

#### Express -- \$8,000

- \* Recognition at ribbon cutting ceremony.
- \* Enhanced recognition in press release.
- \* Logo on bus shelter webpage.
- \* Permanent recognition inside one bus shelter.

#### Local -- \$6,000

- \* Mention in press release.
- \* Logo on bus shelter webpage.
- \* Permanent recognition inside one bus shelter.

## Blooming District del Sol

Each spring this exciting initiative brings colorful hanging flower baskets to the District del Sol commercial corridor. REDA will provide a dollar for dollar match for all sponsorship contributions to this program.

#### Program -- \$5,000

- \* Recognized as program sponsor.
- \* Mention in all event press releases.
- \* Name and logo on promotional flyer.
- \* Logo on event webpage.

#### Greening -- \$150

- \* Special certificate of recognition for display.
- \* Logo on event webpage.

# Riverview Economic Development Association

## 2009

## Sponsorship Opportunities



To enhance the quality of life on Saint Paul's West Side by cultivating a sustainable and vibrant business community.



Sponsorship Opportunities for the Cinco de Mayo Fiesta, the District del Sol Commercial Corridor, and Business Networking Events.

Riverview Economic Development Association

651.222.6347

[www.districtdelsol.com](http://www.districtdelsol.com)

176 Cesar Chavez Street, St. Paul, MN 55107

# Cinco de Mayo Fiesta

The Cinco de Mayo Fiesta in District del Sol is the largest Hispanic/Latino event in Minnesota. More than 100,000 visitors make this one of the 10 largest Cinco de Mayo celebrations in the United States.



**Friday, May 1st & Saturday, May 2nd**

## Rey -- \$15,000 and above

Sponsorship Venues: El Rio Saturday Stage, ¡Viva Mexico! Saturday Stage, Beer Gardens, Soft Drink, Energy Drink, Parade.

- \* Recognized as venue sponsor.
- \* Free participation in parade.
- \* Top 10 placement in parade lineup.
- \* Large sponsor logo in all event print advertising, program, poster, and webpage.
- \* Premium booth location at event.
- \* One 10' x 20' booth on Friday and Saturday (two tents, two tables, four chairs included).
- \* Two 8'w x 3'h banners strategically placed on-site (provided by sponsor).
- \* Twelve VIP passes.
- \* Four Passes to Sponsor Appreciation Party.

## Sol -- \$10,000 - \$14,999

Sponsorship Venues:  
Lowrider Car Show, Cinco Sports Zone, Community Wellness Village, Children's Area, Parque Castillo Stage, Volunteer T-Shirts, "People's Choice" Salsa Tasting Contest.

- \* Recognized as venue sponsor.
- \* Free participation in parade.
- \* Top 20 placement in parade lineup.
- \* Sponsor logo in all event print advertising, program, poster, and webpage.
- \* Premium booth location at event.
- \* One 10' x 20' booth on Saturday (two tents, two tables, four chairs included).
- \* One 8'w x 3'h banner strategically place on site (provided by sponsor).
- \* Eight VIP passes.
- \* Two Passes to Sponsor Appreciation Party.

Co-sponsorship and smaller sponsorship opportunities available.

Values vary within the listed range and include ONE of the listed venues.

REDA reserves the right to modify all listed information in its sole discretion.

## Sombrero -- \$5,000 - \$9,999

Sponsorship Venues: Boca Chica Saturday Stage, VIP Area, El Rio Friday Stage, Button Program, Golf Carts, Vendor Tickets, Cozy Cantina Stage, Menudo 5K Run, Las Cuevas Friday Stage, Information Booths, Ticket Booths.

- \* Recognized as venue sponsor.
- \* Free participation in parade.
- \* Small sponsor logo on event program, poster, and webpage.
- \* Sponsor name in all additional event print advertising.
- \* One 10' x 10' booth on Saturday (one tent, one table, two chairs included).
- \* Four VIP passes.

## Piñata -- \$2,500 - \$4,999

Sponsorship Venues:  
Boca Chica Friday Stage, Photo Contest, Webpage, VIP Lanyards, History Area, Product Sampling/Promotion,

- \* Recognized as venue sponsor.
- \* Sponsor name on event program and webpage.
- \* One 10' x 10' booth space on Saturday (tent, table, chairs provided by sponsor).
- \* Two VIP passes.

# Business Networking



Through business networking events, REDA provides it's members with opportunities to build strong relationships, celebrate community work, and enhance the success of the West Side business community.

## West Side Masters Golf Tournament

REDA members and partners come together for the largest golf tournament celebrating St. Paul's West Side.

### Tournament -- \$2,000

- \* Green fees, carts, and event dinner for four.
- \* Logo on clubhouse banner.
- \* Acknowledgement at awards dinner.
- \* Logo prominently displayed on event program.
- \* Logo and hyperlink on event webpage.

### Golf Cart -- \$600

- \* Name on all golf carts.
- \* Name on clubhouse banner.
- \* Acknowledgement at awards dinner.
- \* Name on event program.
- \* Logo on event webpage.

### Putting Green -- \$400

- \* Name on sign at putting green.
- \* Sampling opportunity at sponsored putting green.
- \* Acknowledgement at awards dinner.
- \* Name on event program.
- \* Name on event webpage.

### Hole -- \$300

- \* Name on sign at sponsored hole.
- \* Sampling opportunity at sponsored hole.
- \* Acknowledgement at awards dinner.
- \* Name on event program.
- \* Name on event webpage.

### Mulligan -- \$150

- \* Name on mulligans.
- \* Coupon opportunity on mulligans.
- \* Acknowledgement at awards dinner.
- \* Name on event program.
- \* Name on event webpage.

## Business Luncheons & After 5 Networking Events

Business Luncheons & After 5 Networking Events offer members and partners an opportunity to network with other businesses and learn about issues that effect the City of St. Paul and our West Side neighborhood.

### Executive -- \$250

- \* Recognized as event sponsor.
- \* Space provided for sponsor information/display.
- \* Sponsor logo and hyperlink on event webpage.
- \* Invitation to speak during the event.

### Vice President -- \$100

- \* Recognized as event sponsor.
- \* Sponsor logo on event webpage.

## REDA Annual Meeting

This invite-only event for members and friends celebrates REDA's successes over the past year and provides an opportunity to thank our partners.

### Event -- \$1,000

- \* Six complimentary tickets to the event.
- \* Space provided for sponsor information/display.
- \* Name prominently displayed on event program.
- \* Logo and hyperlink on event webpage.
- \* Acknowledgement at event.
- \* One 6'w x 2'h banner strategically placed on-site (provided by sponsor).
- \* Sponsor centerpiece provided on table.

### Table -- \$500

- \* Six complimentary tickets to the event.
- \* Name displayed on event program.
- \* Name on event webpage.
- \* Sponsor centerpiece provided on table.