

May 25, 2021

Watertown Rails to Trails Community Festival
c/o Watertown Lions Club
P.O. Box 791
Watertown, MN 55388



Greetings from the Watertown Rails to Trails Festival Committee!

Our committee is truly excited about the upcoming **2021 Rails to Trails festival in downtown Watertown**. 2021 marks the 29th Anniversary of Rails to Trails in Watertown and we look forward to this year's extra special celebration! We know you understand and appreciate the value and importance of community festivals as they provide a time and place for connecting with others and developing new friendships. Our Lions Club is committed to cultivating a sense of community caring and sharing, and this passion scales new heights with the Rails to Trails Festival – it is a classic small-town gathering with lots of fun, laughter, and relationship building.

Especially this year, we feel our festival plays a vital role in our community, and are looking forward to a safe, fun event in compliance with current recommendations - whatever they may be. If we need to relocate our gathering to limit capacity, we are pleased to announce we also have a back up plan and location in place thanks to the generosity of sponsor Hollywood Sports Complex – where we were able to successfully hold our scaled back event last year.

We invite you to consider sponsorship in this terrific festival, and we also want to take this opportunity to express our **immense appreciation** for the wonderful support and commitment from all of our **past sponsors**. Our past sponsors have truly **set the pace** for the Rails to Trails tradition.

Our committee is already hard at work planning and developing the scope of the 2021 Rails to Trails events. **We need you**. We need you to infuse energy, commitment and sponsorship dollars into this exciting festival to be held on Friday and Saturday, July 30 & 31, 2021.

Please see the attached sponsor sign-up letter for more details. Feel free to contact Lindsay Guetzkow at 952-221-9586 or email railstotrailswatertown@gmail.com with any questions or suggestions.

We want you to realize that all commitments – regardless of size – are noticed and very much appreciated. **Our committee and the Watertown Lions Club thanks you** in advance for your consideration of this request. We will actively promote a community-wide awareness of all sponsorship levels. Your support represents the vital energy necessary for this festival to take place. Appreciation for your commitment will be expressed in many different ways. Thanks again for considering an active supporting role in this year's festival!

With sincere thanks,

The Watertown Rails to Trails Festival Committee



Watertown, MN

Rails to Trails

Friday, July 30th & Saturday, July 31st



2021 Watertown Rails to Trails Festival July 30 & 31 – 29th Anniversary

Sponsorship Opportunities

Sponsorships in this popular community festival provide excellent advertising and promotional opportunities. The following are some of the many options depending on sponsorship level.

- **Promotion of company name - multiple media options.**
- **Company name/logo displayed on handouts, posters and ads.**
- **Advertising on posters, banners, and other promotional materials.**
- **Advertising and networking links on festival website.**
- **Logo on the Watertown Royalty parade float that will visit many surrounding communities.**

\$250 Sponsor

- Name on newspaper ads
- Company name on festival poster
- Company name and hyperlink on festival website
- Company name on main event signage

\$500 Sponsor - Bronze

- All of the above AND
- Company logo and hyperlink on festival website
- Company logo on **main event signage**

\$1000 Sponsor - Silver

- All of the above AND
- Company logo on the Watertown Royalty parade float
- Company name on multiple promotions
- Complimentary Lions food and beverage tickets

\$1500 Major Sponsor - Gold

- All of the above AND
- Additional complimentary Lions food and beverage tickets
- Major sponsor signage with your logo displayed prominently

2021 Rails to Trails Festival

July 30 & 31 – 29th Anniversary

Watertown, MN

Here is your opportunity to become a Rails to Trails Festival Sponsor!

Your donation to this year's Rails to Trails event will go a long way to making this year's festival better than ever.

We are looking forward to this year's event lineup: Downtown Street Dance Friday and Saturday night with multiple bands, the Golden Spike contest, Gary Burke Memorial Golf Tournament, Grand Parade, Car Show, 5k Fun Run, Watertown Royalty Ambassadors Coronation, Historical Society Showcase and History Play, Kids' Fun Zone, Kiddie Parade, Craft Show, and more. New additions this year include a Pop Up Splash Pad with the Watertown Fire Department. All these events plus a variety of entertainment and concessions will make this year's 29th Anniversary Rails to Trails festival a memorable one for the whole community.

We hope you will consider becoming a **community supporter** with your donation. Supporters will be recognized in multiple ways, and donors of \$500 or more will be acknowledged on the main event signage.

Please note the deadline for all contributions is **TUESDAY, JUNE 15th, 2021!**

Yes!

Sign us up; we are looking forward to making the 29th Anniversary Rails to Trails celebration a great community event!

Name (or company name): _____

Phone: _____

Address: _____

Email Address: _____

Amount of sponsorship donation: \$ _____

Make checks out to: **Watertown Rails to Trails Festival**

Please mail to: Watertown Rails to Trails Festival
c/o Watertown Lions Club
P.O. Box 791
Watertown, MN 55388



Questions? Wish to pay your sponsorship by credit card?

Please call Lindsay at 952-221-9586 or email railstotrailswatertown@gmail.com