



# EVENT SPONSORSHIP OPTIONS 2024

*Lyndale Neighborhood Association*

## About Us

The Lyndale Neighborhood Association is a diverse community-driven organization that brings people together to work on common issues and opportunities to ensure all community members have the opportunity to live, work, and play in a safe, vibrant, and sustainable community.

## About Nicollet Avenue

Nicollet Avenue has spent almost fifty years cut off from traffic by Kmart but change is coming! With Nicollet road construction starting in 2025, we are preparing for an influx of traffic, as well as a rush of interest in our “main street”. By investing locally, keeping our current businesses strong, and working to attract small, locally owned, cultural and specialty shops, we will be able to maintain the character of our avenue and of our community.

## Contact Us

Call or email **Sarah Linnes-Robinson**,  
**Nicollet Open Streets Organizer**  
[projects@lyndale.org](mailto:projects@lyndale.org) | 612-444-1403  
[www.lyndale.org/nicolletopenstreets](http://www.lyndale.org/nicolletopenstreets)



## Why Sponsor Nicollet Open Streets?

Nicollet Open Streets brings thousands of people to experience the Kingfield and Lyndale neighborhoods in a unique and interactive way. This year’s event is on Saturday, September 28th, from 11am to 5pm. By exploring our main street on foot or by bike, community members will have a special opportunity to get to know your business. You can boost your visibility by becoming a sponsor and hosting a special activity, promotion, or event on your site. Being a Nicollet Open Streets sponsor shows the community that you care about supporting strong neighborhoods and building community. Supporting organizations can contribute cash and in-kind support towards their Nicollet Open Streets sponsorships. In-kind support needs to be coordinated directly with the Lyndale Neighborhood Association.

**Call us and support local today!**



## Neighborhood Sponsor - \$2,500+

*cash donation or a minimum of \$500 cash + in-kind contributions*

### On the Street at Open Streets:

-Exhibit location of up to 120 feet on street for Nicollet event

-First choice of available intersections/locations

### Promotions:

-Business listed under “Neighborhood Sponsors” on [www.lyndale.org](http://www.lyndale.org) with a link to your website

-Name and location listed on event route map and posted on sandwich boards along Nicollet

- Logo in the print South Nicollet News *(if confirmed by July 13)*

-Logo on Nicollet Open Streets Poster and t-shirt *(if confirmed by July 13)*

-Invited to cohost event on Facebook

-Mention in neighborhood specific advertising, marketing materials, and social media.

**Souvenirs:** Four Nicollet Open Streets t-shirts

## Street Sponsors - \$1,000+

*cash donation or a minimum of \$250 cash + in-kind contributions*

### On the Street at Open Streets:

-Exhibit location of up to 120 feet on street for Nicollet event

### Promotions:

-Business listed under “Street Sponsor” on [www.lyndale.org](http://www.lyndale.org) with a link to your website

-Name and location listed on event route map and posted on sandwich boards along Nicollet

- Logo in the print South Nicollet News *(if confirmed by July 13)*

-Logo on Nicollet Open Streets Poster and t-shirt *(if confirmed by July 13)*

-Mention in social media post

**Souvenirs:** Two Nicollet Open Streets t-shirts

## In-Kind Contributions Include:

- Music, Stage, and Sound Equipment rental/purchase
- Yoga, pickleball, KUBB, and other games
- Petting zoos, wrestling stages, fashion shows, and other activities
- Improv theater, dance performances, and other participatory art happenings

**Deadline for all Sponsorship Benefits  
Monday, July 13th**

- Other ideas? Just call and talk to us!



## Block Sponsor - \$500+

*cash donation or a minimum of \$40 cash + in-kind contributions*

### On the Street at Open Streets:

-Exhibit location of up to 40 feet on street for Nicollet event

### Promotions:

-Business listed under “Block Sponsors” on [www.lyndale.org](http://www.lyndale.org) with a link to your website

-Name and location listed on event route map and posted on sandwich boards along Nicollet

-Name in the print South Nicollet News *(if confirmed by July 13)*

## Regular Vendor Options:

**Application Fee: All Participants \$40 +**

**Participation Fee:**

- Businesses located on the Nicollet route: \$0
- Maker’s Market/Cottage Businesses: \$0
- Nonprofits, Government & Political Orgs.: \$60
- For-profit businesses located in Minneapolis (but outside the Nicollet Avenue route): \$160
- Food trucks: \$260