



July 4 – July 10, 2011

Greetings:

On behalf of the Panorama of Progress (Pan-O-Prog) Board of Directors and the entire Lakeville community, we invite and encourage your company to become a member of the Pan-O-Prog Sponsorship Group. This event is only successful each year because of businesses that take an interest in our community.

Pan-O-Prog began in 1967 to showcase Lakeville's developing businesses and residential community. Today's quality development can be attributed to the efforts of the city and business leaders of the past and present such as yourselves!

With a rich history as a quality community celebration, Pan O Prog now has over 60 events. Pan-O-Prog's most popular include our Fourth of July celebration, Classic Car Cruise and the Grand Parade...which is noted in the 'top five' parades in the state. The combined attendance of all events is estimated to be approximately 80,000 people.

Our 30 member volunteer board and a hundred resident volunteers all take pride in providing a variety of events that entertain and excite people of all ages. It takes thousands of hours to coordinate the festival, and it cannot be done without the financial support from businesses like yours.

Pan-O-Prog's major source of funds comes from selling flyer advertisements, event sponsorships and parade unit sponsorships. Our Pan-o-Prog insert flyer highlights all the festival events and sponsors. It is distributed with the ThisWeek Life & Times newspaper to approximately 45,000 south metro households. **All** proceeds from the ads and sponsorships go back into funding the festival with this signed contract. You may receive other solicitations to advertise, but **none** of those dollars go to Pan-O-Prog to support the festival. Except for the many services and support provided by the City of Lakeville, there is no support from any other source or **newspaper ad solicitation**.

Please choose your level of commitment from the wide variety of levels listed on the attached. We are aware that the current economic conditions may be a challenge for some businesses, but we encourage you to partner with this community through sponsorship. The board and the 100 plus community volunteers are committed to the celebration and making 2011 the very best it can be!!

Your sponsorship support in the form of an advertisement expense may be **tax deductible** for your business. If you are interested in participating, please return the enclosed sponsorship form and your ad. A response by June 20th would be greatly appreciated.

Thank you in advance for your consideration and hopeful support.

Jim Dunn
Fund Raising Co-Chair
651-336-1006

Kristen Babcock
Fund Raising Co-Chair
612-597-7106

Dave Litzinger
Fund Raising Co-Chair
612-600-4160

Pan-O-Prog

Sponsorship Sheet

COMPANY NAME: _____

ADDRESS: _____
P.O. Box or Street City State Zip

TELEPHONE: _____ CONTACT: _____

E-MAIL ADDRESS _____

A GREAT WAY TO SHOW YOUR COMMUNITY SUPPORT IS THROUGH THE CORPORATE SPONSORSHIP PROGRAM – GOLD, SILVER OR BRONZE. PLEASE CHECK THE LEVEL OF YOUR SUPPORT BELOW:

Gold Corporate Sponsorship (\$2,000 and more) includes:

- **A 3¾ x 6** colored ad featured on the colored section of the 2010 event calendar in the Pan-O-Prog flyer that is distributed to approximately 45,000 households.
- **And...** No charge business entry into Grand Parade Saturday, July 10th. If you want to participate in the parade and did not receive a parade application mailing, the enrollment form can be found on our web-site
- **And...** Miss Lakeville Scholarship Pageant sponsor. Please notify us if you want to sponsor a queen contestant, as more coordination/information is required.
- **And...** Your name will appear on www.panoprogram.org web-site and the front page of the Pan-O-Prog flyer as a **Gold Corporate Sponsor**.
- **And...** Your company name will appear on [\(please select one\)](#)
_____ an advertisement for the event sponsored in the Pan-O-Prog flyer.
_____ **or...** Your name as it's sponsor on the side of a parade float or on a banner which precedes a performing unit during the parade.

Silver Corporate Sponsorship (\$1,000-\$1,999) includes:

- **3 x 3¾** colored ad featured on the pullout section of the 2010 event calendar in the Pan-O-Prog flyer that is distributed to approximately 45,000 households.
- **And...** No charge business entry into Grand Parade line-up Saturday, July 10th. You must fill out and submit a parade enrollment form. A form can be found on our web-site.
- **And...** Your name will appear on our www.panoprogram.org web-site and the front page of the Pan-O-Prog flyer as a **Silver Corporate Sponsor**.
- **And...** Your company name will appear on [\(Please select one\)](#):
_____ an advertisement for the event sponsored in the Pan-O-Prog flyer
_____ **or...** your name as it's sponsor on the side of a parade float or on a banner in front of a parade performing unit.

Bronze Corporate Sponsorship (\$500-\$999) includes:

- **2 x 3¾ ad** featured in the Pan-O-Prog flyer that is distributed to approximately 45,000 households.
- **And...** Your name will appear on our www.panoprogram.org web-site and the front page of the Pan-O-Prog flyer as a **Bronze Corporate Sponsor**.
- **And** Your company name will appear on ([Please select one](#)):
 - _____ an advertisement for the event sponsored in the Pan-O-Prog flyer.
 - _____ **or...** name on a sponsor banner which precedes a performing unit during the parade or on the side of a parade float
 - _____ **or...** no charge business entry into Grand Parade Line-up Saturday, July 10th. You must fill out and submit a parade enrollment form that can be found at our web-site.

All of the above corporate sponsorships also qualify for up to ten free Pan-O-Prog buttons. If wanted, please contact one of the co-chairs on the letter page to let them know shipping details.

Supporting Sponsorship (\$100.00-\$300.00) – includes an advertisement in the Pan-O-Prog flyer distributed to approximately 45,000 households.

Ad size:

_____ 3½" x 2"	\$300
_____ 3½" x 1¼"	\$200
_____ 2½" x ¾"	\$100

To ensure all ads get in the newspaper, a timely response (By June 1st if possible) would be greatly appreciated.

Please make your check payable to Pan-O-Prog

Remit to: Pan-O-Prog
 P.O. Box 105
 Lakeville, MN 55044

Amount Enclosed: _____

Your Ad: If your previous ad is enclosed, please make any changes to the ad and return it. Otherwise, include your new ad. New ad information can be accepted electronically. Please e-mail it to dlitzin101@msn.com.

Check here if you wish to have someone from the Pan-O-Prog committee contact you about company volunteers or in-kind product opportunities. Or... you can send an e-mail to dlitzin101@msn.com

**ON BEHALF OF THE PAN-O-PROG COMMITTEE AND THE COMMUNITY OF LAKEVILLE,
WE THANK YOU FOR YOUR SUPPORT!!!!**