In 1966 Hitchcock Industries bought 1,400 acres of farmland in southern Lakeville Township. This property would become Airlake Industrial Park. The location had easy access to I-35 and would be connected to the railroad system and a new airstrip. The development of Airlake Industrial Park compelled the City and Township governments to join together so, in 1967, the City of Lakeville was born. That year, Hitchcock Industries and the City held the first Panorama of Progress, or Pan-O-Prog, to highlight the progress and celebrate the opening of Airlake. Click QR to watch short history video!

Our HISTORY

1967

The Pan-O-Prog festival is put on each year by the community for the community. It continues the tradition of celebrating our progress, highlighting our parks & amenities, and promoting our local businesses. Lakeville has been the fastest growing city in Minnesota for nearly a decade. As our community grows and evolves, so does the festival – which continues to innovate to meet the needs and interests of our residents and visitors.

- NEW 2022: Asian Market & Festival
- NEW 2022: Family Tailgate Party
- BACK in 2022: Fishing Tournament
- NEW 2023: Red Tail Rise Up Exhibit @ Lions’ Fly-in Breakfast
- NEW 2023: Live music at NEW Casperson Park Bandshell
- NEW 2023: Fire Drop Featuring DJ Benny Krey & free food!

Our FUTURE

1970s

Pet Show & Ping Pong Ball Drop appeared – both are still here today.

1980s

1984 was the first Cruise Night and 1987 was the last year of the Cow Chip Throw.
Our COMMITMENT

Pan-O-Prog is planned and executed each year by a 100% volunteer led Executive Committee, Board of Directors and sub-committee chairs, all volunteering year-round, representing various local community organizations and businesses in Lakeville. It is our passion to produce a top-notch annual festival for residents and visitors, highlighting our great city.

Your SUPPORT

Pan-O-Prog is 100% self-funded through the continued generous support of our community. Your annual contribution is put toward these, and other, priorities for the festival:

- Fees to allow for several no-cost kids’ events
- Fees for market plaza stage and parade performance units
- Carnival, Cruise Night and Grand Parade
- Public safety expenses and event insurance
- Family entertainment at fireworks
- Services: trash, restrooms, electrical, Wi-Fi, storage
- Marketing throughout community and state
- Remote parking shuttle service (Thurs–Sat)
- Awards and prizes for Pan-O-Prog event winners
**SPONSORSHIP Opportunities**

**Presenting Event Sponsor**
Sponsor recognition at one event equal to your level in all marketing

**Event Guide**
Inclusion in the printed guide inserted into Sun ThisWeek Newspaper + digital

**PanoProg.org**
Inclusion and recognition on the PanoProg.org website Stats: 100,000 visits from 52,000 unique individuals leading up to the festival each year

**Social Media**
Recognition on Facebook, Instagram, and Twitter

**Downtown Event Map**
Downtown Event Map will be distributed July 13-16

**Bonus Event Participation**
Complimentary involvement with key Pan-O-Prog events:
- Street Market
- Miss Lakeville Program
- Grand Parade

**Cool Stuff!**
Pan-O-Prog buttons and single day carnival passes

**Be Our Guest Vouchers**
Vouchers can be used at: Lions Fly-in Breakfast, Miss Lakeville Coronation, Car Cruise Entry, Fire Department Waffle Breakfast

**PARADE SPONSOR | $500**
Includes: Parade unit in Grand Parade, name mention twice on route, listing in printed parade unit guide

**FRIEND OF PAN-O-PROG | $500**
Includes: Name on sponsor listing in event guide, sponsor listing on PanoPro.org, one combined social media sponsor post, name in sponsor listing on event map

**MISS LAKEVILLE CANDIDATE SPONSOR | $500**
Includes: Name mention with candidate introduction at coronation, opportunity to walk your candidate on stage at coronation, combined name recognition on multiple pre and post coronation marketing and social media posts

**SECURE YOUR SPONSORSHIP PRIOR TO JUNE 2, 2023 TO ENSURE YOU WILL RECEIVE FULL SPONSOR BENEFITS.**