



2026
JULY 4-12

SPONSORSHIP
Opportunities

-  PanoProg.org
-  [lakeville_pan_o_prog](https://www.instagram.com/lakeville_pan_o_prog)
-  [Lakeville's Pan-O-Prog](https://www.facebook.com/Lakeville's-Pan-O-Prog)
-  PanoProg.org/sponsor

**SAVE
THE DATE**

City of Lakeville
Fireworks
July 4

Lions Fly-in
Breakfast
July 5

Family Fun Fest
July 7

Tribute Night
July 8

Lions Beer,
Brats & BINGO
July 9

Carnival
July 9-12

BOHO Marketplace
July 10-12

Cruise Night
July 10

Waffle Breakfast
Car Show
Grand Parade
July 11

Chalk Art
July 12



Watch
our
History
Video



Our HISTORY

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 compelled the City and Township governments to join together so, in 1967, the City of Lakeville was born. That year, the City held the first **Panorama of Progress**, or Pan-O-Prog, to highlight the progress and celebrate the opening of Airlake.

Our FUTURE

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. 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 Last Year

- The Street Market expanded to the **BOHO Marketplace** and moved to the Allina Health Outdoor Pavilion @ Hasse Arena
- **Music in the Park moved to the first Sunday**, with patriotic music
- **Race Car Alley expanded** to a pre-Cruise race car showcase
- **Touch-a-Truck** was added in downtown on Friday afternoon
- Live at the Lake became **Pan-O-Prog Tribute Band Night**
- We had our **first disc golf tournament**
- A **historic fire truck display** was brought into downtown
- Family Tailgate expanded to Casperson Park and became
- **Family Fun Fest**, the whole event is still FREE!

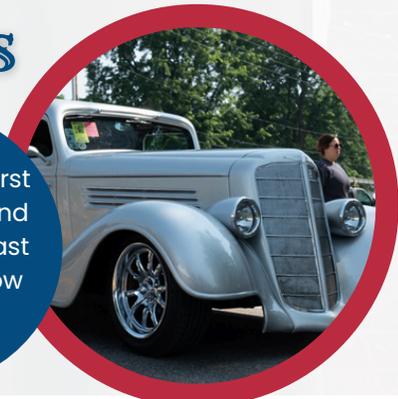
1970s

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.





DID YOU KNOW?

60+
Events
THROUGHOUT
FESTIVAL

68,000
Unique
Visitors
WITH 121,000
SITE SESSIONS

15,000
Followers
LIKE AND FOLLOW
OUR SOCIAL MEDIA

25,000
People
WATCH OUR 120-UNIT
GRAND PARADE

30,000
People
WATCH OUR 500+
UNIT CRUISE NIGHT
CLASSIC CAR PARADE

Our COMMITMENT



Pan-O-Prog is planned and executed each year by **TEAM PAN-O-PROG**. TEAM PAN-O-PROG is a **100% volunteer led** planning committee and sub-committees governed by a Board of Directors. Volunteers work year-round, and represent various 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 sponsorship dollars are put toward these and other important needs for the festival.

- Fees to allow for numerous no-cost events
- Fees for free music stage and parade performance units
- Tribute Night, Cruise Night and Grand Parade support
- Public safety expenses and event insurance
- Support of city fireworks show
- Services: trash, restrooms, electrical, cell service coverage
- Marketing throughout community and state
- Remote parking shuttle service (Thurs-Sat)
- Awards and prizes for Pan-O-Prog event winners

1990s



1991 was the 25th annual festival and featured the first full carnival.

2000s



Family Tailgate became Family Fun Fest in 2025 and expanded to Caspersen Park



March 31 SECURE SPONSORSHIP PRIOR TO March 31, 2026 TO ENSURE FULL SPONSOR BENEFITS.

2026

SPONSORSHIP Opportunities

PAN-O-PROG

FUN FAMILY
LAKEVILLE'S SUMMER FESTIVAL
FIREWORKS FOOD



\$7500 DIAMOND	\$5000 PLATINUM	\$2500 GOLD	\$1000 SILVER
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Event Sponsor
Sponsor recognition at one event equal to your level in all marketing

Premier Event Sponsor	Top Tier Event Sponsor	Showcase Event Sponsor	Spotlight Event Sponsor
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Event Magazine
15,000 copies direct mailed, downloaded, distributed at events & businesses

XL Logo front page + Full page ad 7.5wide x 10tall	Logo front page + 1/2 page ad 7.5wide x 4.75tall	1/4 page ad 3.625wide x 4.75tall	1/8 page ad 3.625wide x 2.25tall
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PanoProg.org
Inclusion and recognition on the PanoProg.org website (121,000+ visits from 68,000 unique individuals)

Logo (with link) on: homepage top banner, sponsor page, sponsored event	Logo (with link) on: homepage top banner, sponsor page, sponsored event	Logo (with link) on homepage lower banner, sponsor page, sponsored event	Sponsor listing (with link) on sponsor page, name on sponsored event
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Social Media
Facebook and Instagram, between April-August (15,000+ followers)

Logo on event post, co-sponsor event, +3 posts	Logo on event post, co-sponsor event, +2 posts	Logo on event post, co-sponsor event, +1 post	Name listed on event post + co-sponsor event
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POP Pocket Schedule
12,500+ are distributed at various events and sponsor businesses

Logo on front cover + event panel	Logo on sponsor listing	Name on sponsor listing	NA
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Event Activation Opportunity
Ability to activate and engage with event participants and/or spectators.

YES	YES	YES	TABLE ONLY
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Value Added Benefits

- Authorized use of Pan-O-Prog name and logo in your marketing
- Involvement in key festival events

**Business Showcase is located in post office lot on July 10-11 from 10am-5pm. 20 businesses max.
Miss Lakeville is July 6 at 7pm. If Candidate Sponsors are full (12 max), sponsor will be Miss Lakeville program sponsor.

Pick up to 4 (1) Business Showcase booth* (2) Miss Lakeville candidate sponsor* (3) Parade unit in top 1/3 of parade (4) Name on a parade banner with a performance unit	Pick up to 3 (1) Business Showcase booth* (2) Miss Lakeville candidate sponsor* (3) Parade unit in top 1/3 of parade (4) Name on a parade banner with a performance unit	Pick up to 2 (1) Business Showcase booth* (2) Miss Lakeville program sponsor (3) Parade unit (4) Name on a parade banner with a performance unit	Pick 1 (1) Miss Lakeville program sponsor (2) Parade unit
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Cool Stuff!

- Pan-O-Prog commemorative buttons
- 4-Day Unlimited Ride Carnival Passports

10 buttons 6 passports	8 buttons 4 passports	6 buttons 2 passports	4 buttons no passports
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Be Our Guest Vouchers
Can be used at: Lions Fly-in Breakfast, Miss Lakeville Coronation, Car Cruise Entry, Fire Department Waffle Breakfast

10 vouchers	8 vouchers	6 vouchers	4 vouchers
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Additional Sponsorship Options

PARADE SPONSOR | \$500 | Includes: parade unit in Grand Parade, name mention on route, listed in digital parade unit guide. There is an additional \$100 security fee for units who distribute trinkets or candy.

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

MISS LAKEVILLE SCHOLARSHIP PROGRAM SPONSOR | \$500 | Includes recognition at ceremony, social media and website.

MISS LAKEVILLE CANDIDATE SPONSOR | \$1000 | 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 (12 max)

BUSINESS SHOWCASE | \$1000 | Includes: 10x10 space in downtown Lakeville (Dakota Curling Lot) during 2026 Business Showcase (20 max)

