

# City of Burnsville Recreation Department Sponsorship Opportunities

|   | <b>Thursday Rockin' Lunch Hour</b><br>Held at noon Thursdays each June, July and August in Nicollet Commons Park. The free events draw approximately 350 visitors each week, and feature local bands performing music for elementary and preschool children. |                         | <b>Friday Night Flicks on the Bricks</b><br>This outdoor movie series is held on two Fridays per month during June, July and August in Nicollet Commons Park. The free events draw approximately 350 visitors each week, and show classic and new family movies. |                       | <b>I Love Burnsville Friday Fest</b><br>Typically the first Friday in June from 6:30 to 10:30 p.m. in Nicollet Commons Park. The free family event draws approximately 400 visitors and includes musical performances, food trucks and an outdoor movie. |           | <b>I Love Burnsville 5K</b><br>The "I Love Burnsville 5K" takes place each June. It is part of the annual South of the River Recreators (S.O.R.R.) Ground Pounders Grand Prix Running Series. The event, which starts and finishes at Nicollet Commons Park, draws approximately 200 runners. |                             | <b>Halloween Fest</b><br>Held in Nicollet Commons Park on the Friday before Halloween from 6 to 8 p.m. The event draws approximately 800 participants, and includes an illuminated treat trail, musical entertainment, face painting and other fun activities. |           | <b>Adult 62+ Events</b><br>The City of Burnsville holds multiple events geared toward adults 62+ each year, including educational seminars, nature walks and recreation activities. The events typically draw between 20-40 participants. |
|---|--|-------------------------|--|-----------------------|--|-----------|---|-----------------------------|--|-----------|---|
|   |   |                         |    |                       |   |           |    |                             |   |           |    |
| Sponsorship Level                               | Presenting (10 concerts)   | Community (per concert) | Presenting (5 movies)  | Community (per movie) | Presenting   | Community | Presenting (Burnsville race)  | Community (Burnsville race) | Presenting   | Community | Community (per event)   |
| <b>Cost</b>                                     | \$2,000  | \$250                   | \$2,000  | \$500                 | \$500  | \$250     | \$500   | \$250                       | \$500  | \$250     | \$250   |
| <b>On-site booth space</b>                      | x  | x                       | x  | x                     | x  | x         | x   | x                           | x  | x         | x   |
| <b>Live recognition by event Emcee</b>          | x  | x                       | x  | x                     | x  | x         | x   | x                           | x  | x         | x   |
| <b>Recognition in Recreation Times magazine</b> | x  | x                       | x  | x                     | x  | x         | x   | x                           | x  | x         | x   |
| <b>Name and logo in all event promotion</b>     | x  |                         | x  |                       | x  |           | x   |                             | x  |           |   |
| <b>Additional inclusions</b>                    |  |                         |  |                       |  |           | Logo on race t-shirt and flyer/brochure   | Logo on race flyer/brochure | Logo along "treat trail"   |           |   |

## Are You Ready to Learn More?

Contact the Recreation Department to discuss which sponsorship options are right for you.



### Deadlines:

To be included in ALL event promotional materials, complete your sponsorship agreement by:

- **Feb. 15**  
(for events occurring March – September)
- **Sept. 20**  
(for events occurring October – February)

Promotion in all materials is not guaranteed if completed after these dates.

For more information contact Kelly Hanson, Recreation Supervisor, at 952-895-4514 or [kelly.hanson@ci.burnsville.mn.us](mailto:kelly.hanson@ci.burnsville.mn.us).

### Burnsville Recreation Department

100 Civic Center Parkway  
Burnsville, Minn. 55337  
952-895-4500

[www.burnsville.org/recsponsor](http://www.burnsville.org/recsponsor)



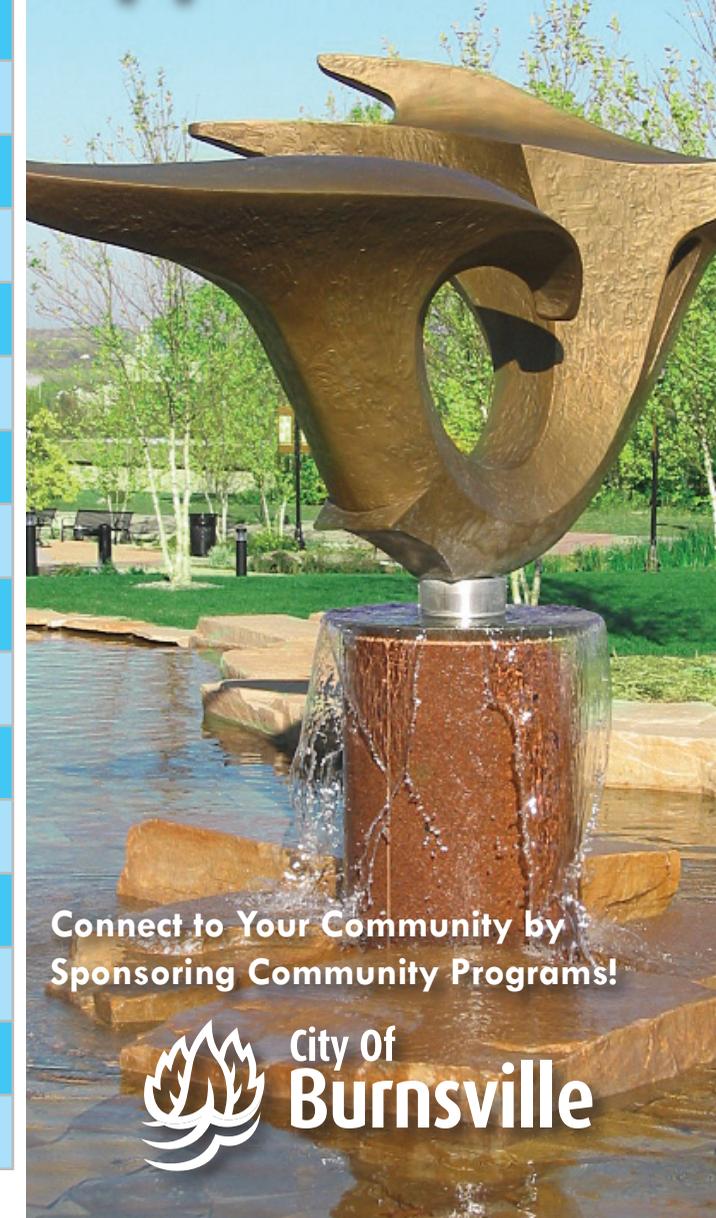
## Other Advertising/Sponsorship Opportunities

Burnsville is an active community with many events and activities. Contact the people and organizations listed below to learn more about additional sponsorship opportunities.



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|--|--|
| <b>Ames Center</b><br>(season guide ads, event sponsorship)  | Lindsay Gjerde<br>952-895-4676               |
| <b>Baseball Association 191</b><br>(league and event sponsorship)  | Neal Jeppson<br>jeppsonneal@gmail.com        |
| <b>Birnamwood Golf Course</b><br>(course advertisements and event sponsorship)                                 | Dan Hill<br>952-641-1374                     |
| <b>Burnsville Athletic Club</b><br>(league and event sponsorship)  | Sam Griffiths<br>952-895-4425                |
| <b>Burnsville Community Foundation</b><br>(Winter Lighting, project sponsorship)                               | Ed Delmoro<br>952-890-1770                   |
| <b>Burnsville Community Television</b><br>(program sponsorship)  | Marty Doll<br>952-895-4402                   |
| <b>Burnsville Convention &amp; Visitors Bureau</b><br>(event sponsorship)                                      | Amie Burrill<br>952-895-4690                 |
| <b>Burnsville Fire Muster</b><br>(event sponsorship)   | Tom Taylor<br>email@burnsvillefiremuster.com |
| <b>Burnsville Ice Center &amp; Skate Park</b><br>(dasher board, scoreboard and ice resurfer ads, in-ice logos) | Dean Mulso<br>952-895-4653                   |
| <b>Burnsville High School Athletics</b><br>(athletic program sponsorship)                                      | Jeff Marshall<br>952-707-2111                |
| <b>Burnsville Softball</b><br>(league and event sponsorship)   | Garrett Beck<br>952-895-4516                 |
| <b>Heart of the City Music in the Park Concerts</b><br>(event sponsorship)                                     | Sandra Schlaefer<br>952-746-5959             |
| <b>International Festival of Burnsville</b><br>(event sponsorship)   | Julie Dorshak<br>952-895-4509                |
| <b>Recreation Times/Community Guide</b><br>(print ads in direct-mail City publications)                        | Marty Doll<br>952-895-4402                   |
| <b>Wednesday in the Park Concerts &amp; Burnsville Senior Center</b><br>(event sponsorship)                    | Michele Starkey<br>952-707-4121              |
| <b>*General Sponsorship/Advertising Questions</b>  | Marty Doll<br>952-895-4402                   |

# CITY OF BURNSVILLE RECREATION DEPARTMENT sponsorship opportunities



Connect to Your Community by  
Sponsoring Community Programs!

