



WACONIA CHAMBER of COMMERCE
60th Annual Nickle Dickle Celebration
September 17-18, 2021



Nickle Dickle Day is back for a 60th year this September! This tradition brings 30,000 people to Waconia every fall to experience a thriving retail community, small town hospitality, and family-friendly activities that make the day a classic celebration.

Nickle Dickle Day is the largest fundraiser of the year for the chamber and other community organizations and we are excited to host the event once again! We appreciate your support and ask that you consider sponsoring Nickle Dickle Day.

2021 Nickle Dickle Day Sponsorship Levels	
Presenting – 1 available <ul style="list-style-type: none">○ Prominently positioned logo placed on all marketing materials○ Logo & link on chamber website○ Feature on chamber social media platforms○ Logo in the Patriot newspaper insert ad○ Logo on sidewalk sign downtown on event day	\$1,500
Mechanical Bull Ride Sponsor – 1 available <ul style="list-style-type: none">○ Your business name listed in all marketing materials promoting the bull○ Logo & link on chamber website○ Feature on chamber social media platforms○ Logo in the Patriot newspaper insert ad○ Logo on sidewalk sign downtown on event day○ You provide volunteers to sell tickets on event day! Great opportunity to interact with the community!	\$500
Gold <ul style="list-style-type: none">○ Logo & link on chamber website○ Feature on chamber social media platforms○ Logo in the Patriot newspaper insert ad○ Logo on sidewalk sign downtown on event day	\$500
Silver <ul style="list-style-type: none">○ Name on chamber website○ Name listed in the Patriot newspaper insert ad○ Name printed on sidewalk sign downtown on event day	\$250
Bronze <ul style="list-style-type: none">○ Name printed on sidewalk sign downtown on event day	\$150

Next page: Nickle Dickle Dance Sponsorship



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2021 NDD Street Dance Sponsorship Levels	
Stage Sponsor – 1 available <ul style="list-style-type: none">○ Prominently positioned logo placed on marketing materials○ Logo & link on chamber website○ Feature on chamber social media platforms○ Logo in the Patriot newspaper insert ad○ You provide a banner to hang on the stage.	\$1,000

Sponsorship Deadline: Friday, August 20, 2021.

To sponsor, visit DestinationWaconia.org/NickleDickle or [email Chelsey](mailto:chelsey@destinationwaconia.org).

Thank you for your support of our business community and the Waconia Chamber of Commerce & Visitors Bureau. We appreciate you!