

SUPPORT THE WACONIA CHAMBER

The Waconia Chamber of Commerce started **Nickle Dickle Day** in 1961 as a sidewalk sale to promote local spending and maintain a vibrant downtown. It is the Chamber's largest **annual fundraiser**, helping support our mission of supporting the business community. The tradition continues every year **thanks to your generosity**.



Sponsorship Levels & Benefits	Nickle Dickle Day Sponsorships				Street Dance Sponsorships		
	Pop Booth \$1,500	Partner \$1,000	Friend \$500	Supporter \$250	Band Sponsor \$1,500	Koozie Sponsor \$600	Giveaway Booth \$200
Your Visibility							
Yard sign (24"x18") or Window Cling	✓	✓	✓		✓		
500 koozies branded with your logo + NDD logo						✓	
DestinationWaconia.org & Social Media							
Feature reel or post on Facebook/Instagram	✓	✓			✓		
Logo featured on Destination Waconia social media	✓	✓			✓		
Name listed on Destination Waconia social media			✓			✓	✓
Sponsor logo on DestinationWaconia.org event page	✓	✓	✓		✓		
Sponsor Name listed on DestinationWaconia.org				✓			✓
Local Newspaper Visibility							
Logo listed in SunPatriot Newspapers special insert	✓	✓			✓		
Name listed in SunPatriot Newspapers special insert			✓	✓		✓	✓
Event Day Signage							
Logo on City Square Park Event Signage	✓	✓			Your banner displayed on stage at Street Dance		
Name on City Square Park Event Signage			✓	✓			
Booth Space							
Booth space at Street Dance					✓		✓
10x10 Booth	✓						

Some sponsorships have already been sold to returning sponsors. See DestinationWaconia.org for details.



*** Kid Zone
Sponsor
Add-On
\$250**

Available as an add-on to any participating sponsorship.
Organization must provide a kid-friendly activity.
10x20 space & additional marketing signage included.

Thanks for your support!

Your Visibility

- 4 available -

WEB & SOCIAL MEDIA STATS

18k+

Social Media
Followers

22k

Visits to Nickle
Dickle webpage

204.1k

Social Page Reach



a 501c6 nonprofit organization

Register at: DestinationWaconia.org | Deadline August 10

MAXIMIZE YOUR VISIBILITY



Your Chamber Support in Action:

- ✓ Year-round promotion of Waconia businesses
- ✓ Community-building events & initiatives
- ✓ Business networking & community connection events
- ✓ Support services for local businesses
- ✓ Advocacy for a strong local economy

Nickle Dickle Day Sponsorships

SOLD TO RETURNING SPONSORS

CHAMPION SPONSOR

\$3,000



PARK GAZEBO SPONSOR

\$1,500



PHOTO OP SPONSOR

\$1,500



Street Dance Sponsorships

AVAILABLE

STREET DANCE STAGE SPONSOR

\$2,500



STREET DANCE BAND SPONSOR

\$1,500



SPONSORSHIPS AVAILABLE — RESERVE YOURS TODAY!

POP BOOTH SPONSOR

\$1,500



PARTNER SPONSOR

\$1,000



FRIEND SPONSOR

\$500



KOOZIE SPONSOR

\$600

Street Dance - 4 Available



GIVEAWAY BOOTH

\$200

Street Dance



SPONSORSHIPS AVAILABLE — RESERVE YOURS TODAY!

SUPPORTER SPONSOR

\$250



KID ZONE ADD-ON \$250

Available as an Add-On to any participating sponsorship. Organization must provide a kid-friendly activity. 10x20 space & additional marketing signage included.
-5 Available-



- ✓ Annual cost: \$30,000 +
- ✓ Chamber Hours Invested: 800+
- ✓ Volunteer Hours: Countless
- ✓ Goal: A thriving Waconia community



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