

SEPTEMBER 13 SATURDAY 8-5

Hosted by the Waconia Chamber of Commerce, a 501c6 nonprofit organization.

Origin

- The Waconia Chamber of Commerce started Nickle Dickle Day in 1961 as a sidewalk sale to promote local spending and keep a vibrant downtown. Many items were a nickel!
- The name: The word "dickle" is derived from a German word for bartering, which ties into how the day began.
- The car show was added over 40 years ago to draw more people downtown; the races and 3-on-3 were added over 30 years ago. The Medallion is in its 31st year - clues published in the Waconia Patriot!
- The Nickle Dickle Eve Street Dance started in 2018 and is an additional event to bring the community together and support the fundraising efforts of the Waconia Chamber.

Why support Nickle Dickle Day?

- Nickle Dickle Day and the Nickle Dickle Eve Street Dance continue to support our local businesses and are the largest fundraiser of the year for the Waconia Chamber of Commerce and other community organizations.
- Nickle Dickle Day is a big investment - The Waconia Chamber spends tens of thousands of dollars in expenses and hundreds of staff hours to host the event each year.
- Your support makes a difference - you're not just gaining visibility, you're investing in a thriving business community, creating a day that attracts thousands of visitors to Waconia and keeping this iconic tradition alive!

SCAN
FOR DETAILS



[Sponsor](#) | [Volunteer](#) | [Participate](#)

NICKLE DICKLE DAY BY THE NUMBERS 2024

1.9M dollars*
spent locally
*in Waconia shops,
restaurants, & bars*

30,000 people attending

1,000 Runners
*ISD 110 Community
Education Races*

HUNDREDS of books sold
*Friends of the
Waconia Public Library*

435 Classic cars

380 Basketball
Players
St. Joe's 3-on-3

140 Craft & Food
Vendors
in City Square Park

80 Ducks
Rotary Duck Races

3 live bands
& one live DJ

ONE NICKLE DICKLE DAY

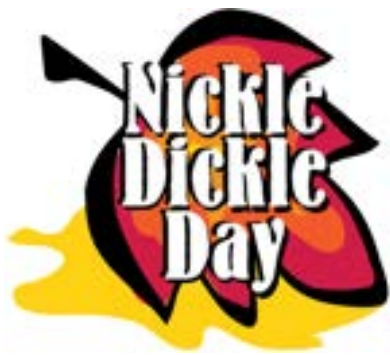
*according to PredictHQ.com

Nickle Dickle Day sidewalk sales on 1st Street in front of the Chancellor House - now Garage Bar & Bowl.



DestinationWaconia.org





SEPTEMBER 13 SATURDAY 8-5



Shop, Sip & Dine



Arts | Crafts | Food

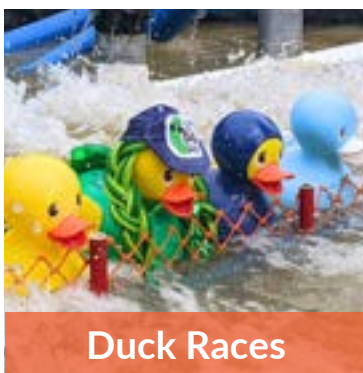


Car & Truck Show

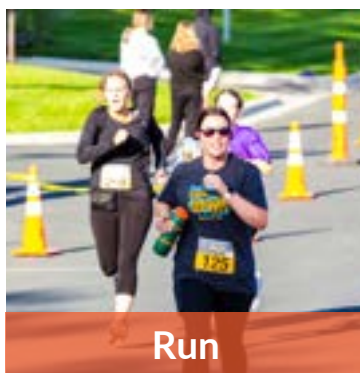
SCAN
FOR DETAILS



3-on-3 Basketball



Duck Races



Run



Live Music



Library Book Sale



Family, Friends, Fun



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SUPPORT THE WACONIA CHAMBER



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Nickle Dickle Day and the Nickle Dickle Eve Street Dance continue to support our local businesses and are the largest fundraiser of the year for the Waconia Chamber of Commerce and other community organizations.

Sponsorship Levels & Benefits	Nickle Dickle Day Sponsorships							Street Dance Sponsorships		
	Champion \$3,000	Park Gazebo \$1,500	Photo Op \$1,500	Partner \$1,000	Mechanical Bull \$500^	Friend \$500	Supporter \$250	Stage \$1,500*	Koozie \$500	Giveaway \$200
Vibilty										
Logo on three local billboards	X									
Banner with logo on the stage*								X		
Your logo on 500 koozies at Street Dance									X	
Nickle Dickle Day window cling (24"x18")	X	X	X	X	X			X		
DestinationWaconia.org & Social Media										
Feature reel or post on Facebook/Instagram	X	X	X					X		
Logo featured on Destination Waconia social media	X	X	X	X	X			X		
Name listed on Destination Waconia social media						X			X	X
Logo on DestinationWaconia.org event page	X	X	X	X	X	X		X	X	
Name listed on DestinationWaconia.org							X			X
Patriot										
Logo listed in SunPatriot Newspapers special insert	X	X	X	X	X			X		
Name listed in SunPatriot Newspapers special insert						X	X		X	
Event Day Signage										
Logo signage on City Square Park Gazebo		X								
Logo on City Square Park event signage	X	X	X	X	X					
Name listed on City Square Park event signage			X			X	X			
Booth Space										
10x10 Booth on the street for marketing	X				X					
Table space at Street Dance								X	X	X
	1 available	1 available	1 available					1 available		

**Sponsorship Deadline:
Monday, August 11**

Thank you for your support!

*Stage Sponsor provides a banner to hang on stage.
^Mechanical Bull Sponsor provides volunteer assistance to sell tickets at event.



a 501c6 nonprofit organization

MAXIMIZE YOUR VISIBILITY



YOUR SPONSORSHIP SUPPORTS NICKLE DICKLE DAY...

- ✓ marketing and promotions
- ✓ event logistics
- ✓ signage for the events

WACONIA CHAMBER EXPENSES...

- ✓ average annual cost: \$35,000
- ✓ average chamber staff hours: 800
- ✓ volunteer hours: countless

CHAMPION SPONSOR \$3,000 – SOLD to returning sponsor

-BOOTH-



-3 BILLBOARD LOCATIONS-

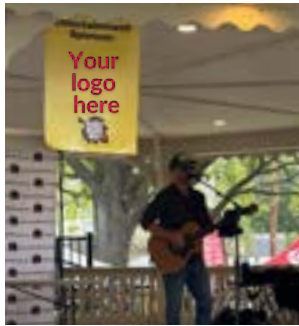


YOUR VISIBILITY

- ✓ Your logo on three billboards
- ✓ 10x10 booth at event
- ✓ Logo on DestinationWaconia.org
- ✓ Feature on social media pages
- ✓ Logo in special print insert
- ✓ Logo in City Square Park
- ✓ Commercials announced at event
- ✓ Event day signage

PARK GAZEBO SPONSOR \$1,500 – SOLD to returning sponsor

-BANNER-



YOUR VISIBILITY

- ✓ Banner with logo on the Gazebo
- ✓ Logo on DestinationWaconia.org
- ✓ Feature on social media pages
- ✓ Logo in special print insert
- ✓ Logo in City Square Park
- ✓ Commercials announced at event
- ✓ Event day signage

PHOTO BOOTH SPONSOR \$1,500



YOUR VISIBILITY

- ✓ Your logo on photo op board
- ✓ Photo op in premiere location
- ✓ Your social media handle on board
- ✓ 10x10 booth at event
- ✓ Logo on DestinationWaconia.org
- ✓ Feature on social media pages
- ✓ Logo in special print insert

WEB & SOCIAL MEDIA STATS

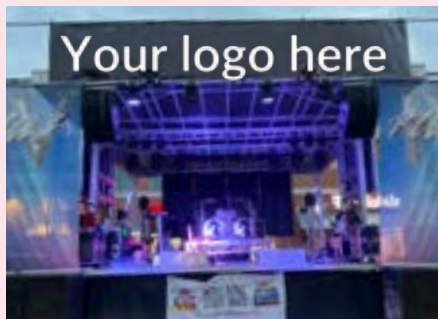
18k+ Social Media Followers

204.1k Social Page Reach

22k Visits to Nickle Dickle webpage



STREET DANCE STAGE SPONSOR \$1,500



YOUR VISIBILITY

- ✓ Your banner on the stage
- ✓ 10x10 booth at Street Dance
- ✓ Logo on DestinationWaconia.org
- ✓ Feature on social media
- ✓ Logo in special print insert

PARTNER \$1,000



- ✓ Sponsor window cling
- ✓ Logo on DestinationWaconia.org
- ✓ Logo on social media
- ✓ Logo in special print insert
- ✓ Logo on event day signage

Full list of sponsorship levels and benefits on other side.

Questions: 952-442-5812
DestinationWaconia.org

