



You run into a friend you haven't seen in awhile...

You have a conversation with a neighbor or someone you just met.

You relax with the family, share a meal, and enjoy the sounds of homegrown talent...

You enjoy the weather, smile a lot and have fun!

IT'S FAMILY DAY!



Urban League
Twin Cities

FAMILY DAY IS A PLYMOUTH-PENN PARTNERSHIP



Urban League
Twin Cities

*“We believe an equitable society
can be realized.”*

FAMILY DAY

An Invitation to Connect with the Community.



On August 21, 2021 Plymouth Avenue between Knox and Oliver will be transformed into an urban festival, marketplace and resource fair. This is our 31st annual celebration of Family Day and every year as many as 2,000 people visit the area for the chance to learn about community resources, participate in community projects, and just enjoy the day with family, friends and neighbors!

Families engaging together is the focus!



Families enjoy a stress-free day of fun activities, games & prizes; entertainment, and great food!

Vendors share products, services and resources.

Vendors enjoy connecting face-to-face with the community. Whether sharing information about resources, products and services, or offering merchandise for sale, vendors enrich the Family Day experience.



Businesses support families with children headed back to school in the fall.

With the start of school just weeks away, businesses can help families get their children ready for school by sponsoring free backpacks and school supplies. Vendors with information on enrollment and school options will be available to parents still making choices.



Encouraging fitness!



Cycling is a fun way to get families off to a healthy, active day.



Aerobics and strength training demonstrations are ways for Family Day to promote personal fitness.

Main Stage Entertainment Throughout the Day!

Speakers, dancers, spoken word performers, and live bands highlight the Main Stage. Some of the most talented performers in the Twin Cities have been invited to take the Family Day over the years!



SPONSORS MAKE FAMILY DAY POSSIBLE



2019 SPONSORS



Untiedt's Vegetable Farm, Inc.



WATSON - FORSBERG
General Contractors

FAMILY DAY IS A PENN-PLYMOUTH CORRIDOR PARTNERSHIP



Minneapolis
Urban League



Family Day will encourage, but not require, attendees to wear a mask.



SPONSORSHIP LEVELS

~ 2021 ~

\$5,000 EVENT SPONSOR (6 available)

Sponsorship at this level supports the Family Day Main Stage, including performance fees, staging and sound; and graphic design, multi-media and other professional consultation fees related to Family Day promotion.

Benefits include:

- Corporate logo placement on Main Stage backdrop banner
- 60-second sound bite from the Main Stage (*send company representative or provide audio-taped message*)
- 10x10 Exhibit Booth (including tent, 6ft table and 2 chairs) upon request.
- Four (4) corporate banner placement opportunities within the Family Day staging area.

\$2,500 SUPPORTING SPONSOR (4 available)

Sponsorship at this level supports logistics and security for Family Day, including facilities and use permits, security (off-duty) officers, golf carts and barriers, and street closure and parade route signs.

Benefits include:

- Corporate logo placement on Main Stage backdrop banner.
- 10x10 Exhibit Booth (including tent, 6ft table and 2 chairs) upon request.
- Two (2) corporate banner placement opportunities within Family Day staging area.

\$1,500 EXHIBITION SPONSOR (6 available)

Sponsorship at this level supports drill/dance team exhibitions, other performance team exhibitions, and associated prize awards.

Benefits include:

- Corporate logo on Main Stage backdrop banner.
- 10x10 Exhibit Booth (including tent, 6ft table and 2 chairs) upon request.
- One (1) corporate banner placement opportunity within Family Day staging area.

\$500.00 ACTIVITY SPONSOR (6 available)

Sponsorship at this level supports a Family Day project or activity as follows:

- Kids Zone (pony rides, inflatable obstacle course, school supplies, concession stand, prize awards)
- Teen Activities (art project, video van, talent show on the mainstage)
- Adult/Family Activities (bingo games, cornhole tournament, pop-up job fair & free prize drawings)

Benefits include: Corporate logo on activity area signage.

Family Day encourages - but does not require - attendees to wear a mask.



FAMILY DAY 2021

PARADE ◆ FESTIVAL ◆ VENDOR FAIR

Saturday, August 21st, 2021 – Noon to 5PM

SPONSORSHIP AGREEMENT FORM

We will support Family Day 2021 as follows:

<input type="checkbox"/> \$5,000 Event Sponsor	<input type="checkbox"/> \$2,500 Supporting Sponsor
<input type="checkbox"/> \$1,500 Exhibition Sponsor	<input type="checkbox"/> \$500 Activity Sponsor

Company Name: _____

Address: _____

_____ City _____ State _____ Zip _____

Contact: _____ Title: _____

Telephone #: _____ Email: _____

PAYMENT METHOD

<input type="checkbox"/> Check is enclosed	Credit Card #:	Exp. Date:
<input type="checkbox"/> Charge to our credit card		
<input type="checkbox"/> Send an Invoice	Signature: _____	

Please complete and return this form with payment by July 30, 2021

*Make checks payable to: Urban League Twin Cities
2100 Plymouth Ave. No., Minneapolis, MN 55411*

Visit our website at www.ulcmn.org to pay online.

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