

2009 Saint Paul Winter Carnival



January 22 - February 1, 2009
The Coolest Celebration on Earth™

Saint Paul Winter Carnival Contact Information

Saint Paul Festival and Heritage Foundation
Proud Producer of the Saint Paul Winter Carnival
January 22 - February 1, 2009

IRS Tax Exempt 501(c)3
Federal ID Number 41-1746052

Address
429 Landmark Center
75 W. Fifth Street
Saint Paul, MN 55102

Phone: 651.223.4700
Fax: 651.223.4707

www.winter-carnival.com

Contact:

Beth Pinkney
President/CEO
Saint Paul Festival and Heritage Foundation
bpinkney@winter-carnival.com
Direct: 651.223.7401

Mission Statement

To foster a sense of community pride, belonging and connectedness by celebrating Saint Paul's unique history and emerging heritage through fun and educational experiences.

History of the Saint Paul Winter Carnival

In 1886, Saint Paul was America's fastest growing city. Growing from 39,000 residents in 1880 to 120,000 residents in 1886, Saint Paul had also become America's third largest rail center.

To celebrate their city's success, Saint Paul business leaders produced the inaugural Saint Paul Winter Carnival, which was held during the first two weeks of February in 1886. In addition to showcasing Saint Paul, the business leaders wanted to disprove a New York newspaper reporter who had described their beloved city as "another Siberia, unfit for human habitation in the winter."

Patterned after Montreal's Winter Carnival, the first Saint Paul Winter Carnival included parades, skiing, snow shoeing, a blanket tossing contest, and push ball, a game played with giant balls. The most successful attractions were its ice castle and six large toboggan slides.

Throughout its 120-year history, the Saint Paul Winter Carnival has been an integral part of the social fabric of Saint Paul. Carnival reaches out to the people of the Greater Saint Paul area to weave a tapestry of cultures with educational and cultural programming.

Other Key Facts

Attendance – The Saint Paul Winter Carnival attracts approximately 350,000 visitors a year.

Economic Impact – The Saint Paul Winter Carnival has an estimated \$3.5 to \$5 million in economic activity in the City of Saint Paul.

Visitor Profile

- . 64% married
- . Average household has 2.9 members
- . Median household income \$50,000 - \$60,000

Visitors primarily come from the Saint Paul East Metro Area, secondarily from the Greater Twin Cities Metro, and then the five-state Upper Midwest Region.

2008 Saint Paul Winter Carnival Media Summary

TV: 310 television hits on four affiliate stations in Twin Cities market

Print: 237 news clippings; 35,464,924 impressions

Web: 89 Web clippings; 58,744,575 impressions on outside sites
124,429 impressions to www.winter-carnival.com

Print Ads: 7 promotional ads in the Saint Paul Pioneer Press
3 promotional ads in the Star Tribune

Radio: Total value of promotional campaign is over \$160,000; includes live liners and pre-produced promos on CBS Radio, KDWB, LOVE105 and Radio Disney. This does not include the numerous radio interviews by Winter Carnival spokespeople.

Button Sponsorship

This year, the Saint Paul Winter Carnival will produce a collectors' set of four buttons. These buttons will be sold at Cub, Snyders, Super America, and many small retail operations throughout the metro area.

The sponsor of the button program will work with the marketing team to design the point-of-sale for the program. The ads and merchandise that promote Winter Carnival will also be designed with the button as the central element.

The Saint Paul Winter Carnival website will host a Button Central front page article that jumps to the updates on all activities around the button. This includes the Button Bash Party on December 6, 2008 and related press conferences to drive the excitement.

The Saint Paul Pioneer Press Winter Carnival Treasure Hunt kicks-off in January and the button sales will see an estimated 40% increase after this contest begins.

Sponsorship Level – \$25,000

Advertising Program

- . Presenting rights in all advertising for the Saint Paul Winter Carnival Button
- . Three full-page ads dedicated to the sale of the button
- . Branding at Saint Paul Winter Carnival venue(s)
- . Branding in all P.O.S. materials
- . Promotion on www.winter-carnival.com

Sponsor Benefits

- . Invitations to the sponsor party
- . Signage in Rice Park
- . Parade fees waived

Button Bash

The Button Bash scheduled for Saturday, December 6, 2008 at Rice Park and is the official public unveiling of the 2009 Saint Paul Winter Carnival Button.

The event draws crowds from around the Twin Cities area and generates significant media attention.

Entertainment and kids' activities for all will take place after the unveiling. Sponsor speaks to the private party (300+ Saint Paul Winter Carnival Members) and also addresses the media.

Sponsorship Level – \$10,000

Advertising Program

- . Sponsor logo in print advertising
- . Promotional mention in radio
- . Web opportunities to be determined
- . Promotional announcements to broadcast at venue

Sponsorship Benefits

- . Invitations to the sponsor party
- . Parade fees waived

Button Card Advertising Partnerships

Advertise and promote your company in the Saint Paul Winter Carnival Button Card.

Over 30,000 buttons and Button Booklets will be distributed across the Twin Cities area and sold through venues such as Super America, Snyders and Cub Foods.

Advertising deadline is September 15, 2008.

Sponsorship Level – \$1,000 per ad

Button Booklet Offers and Prizes

The Button Booklet provides the opportunity to promote your business to people across the Twin Cities through discounts and/or prizes. Over 30,000 Button Booklets will be distributed December 1, 2008 through the run of the 2009 Saint Paul Winter Carnival.

Offer a Discount

- . Offer a discount at your business or organization with redemption dates from December 1, 2008 through February 3, 2009.
- . Offers may be a certain dollar-off or percent-off the retail cost of merchandise or services, two-for-one deals, discounted/free admission, etc.
- . In order to get the discount, both the button and offer in the Button Booklet must be shown at time of purchase.
- . \$50 (\$10 for non-profits) per listing. You may have up to two listings in the Booklet.

Donate a Prize

- . Offer a prize (minimum value of \$250) to be drawn during the 2009 Winter Carnival.
- . Sample prizes may include gift cards, weekly or monthly deals, merchandise, etc.
- . Prize offers will include your logo and business name.

Logo Submission

- . High-resolution, vector-based files preferred (EPS, AI, PDF).
- . Minimum 300 dpi required for non-vector files (TIF, JPG).
- . We do not accept Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, PageMaker or CorelDraw files.
- . E-mail logo to cshanley@winter-carnival.com. E-mailed files should be less than 5 MB.
- . CD-ROM and camera-ready artwork also accepted.

Deadline: All logos must be submitted no later than 5:00 p.m. on Friday, September 26.

Button Booklet Advertising Production Specifications **(TBD WITH NEW FORMAT)**

Ad Sizes

- . Full-page ad: 3.5" wide x 5.5" tall
- . Half-page ad: 3.5" wide x 2.625" tall

Mechanical Requirements

- . We prefer PDF files created using Acrobat Distiller from a PostScript file.
- . Minimum 300 dpi required.
- . We do not accept Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, PageMaker or CorelDraw files.
- . TIFF or EPS images in grayscale or CMYK color mode are preferred. Please avoid using JPEGs or other graphics in RGB color mode in your ad.

Production

- . Any advertising submitted that does not conform to the mechanical requirements and requires additional creation or production will be subject to an additional production fee.
- . CD-ROM and camera-ready artwork also accepted.

Ice Sculpture Competition

The ice sculptures are truly a spectacular piece and signature event of the Saint Paul Winter Carnival, always drawing crowds of people.

The multi-block ice sculpting contest will kick-off on January 23. Over 10 teams will work around the clock turning 20 blocks of ice into masterpieces.

The single block competition pulls in over 25 carvers creating their works of art.

Sponsorship Levels – \$50,000

Advertising Program

- . Sponsor logo in print advertising
- . Promotional mention in radio
- . Web opportunities to be determined
- . Promotional announcements to broadcast at venue

Sponsorship Benefits

- . Sponsor logo carved in ice
- . Invitation to the Sponsor Party
- . 100 Saint Paul Winter Carnival Buttons
- . Parade fees waived

Coronation and Snow Ball – Thursday, January 24 (sold)

The gala Coronation and Snow Ball event introduces the legend of the Saint Paul Winter Carnival.

Over 2,000 guests anxiously await the introduction of the Royal Guards, the four Winds, King Boreas and the crowning of the Wind Princesses and Aurora, Queen of the Snows.

Sponsorship Level – \$20,000

Advertising Program

- . Logo in print advertising
- . Promotional mention in radio campaign
- . Web opportunities to be determined

Sponsor Benefits

- . Invitation to the Sponsor Party
- . Branding on all tables for the event (TBD)
- . Signage at the sponsored event
- . Parade fees waived
- . 25 Saint Paul Winter Carnival Buttons

Securian Frozen 5K and Half Marathon – Saturday, January 26

Over 2,000 runners and hundreds of spectators brave the elements for the traditional race through Downtown Saint Paul and along the riverfront.

Securian Financial Group is the title sponsor of this signature Saint Paul Winter Carnival event.

This is a great way to reach a hardy Minnesota Group!

Sponsorship Level – \$2,500

Sponsorship Benefits

- . Name recognition in the race entry form
- . Invitation to the Sponsor Party
- . Signage at the sponsored event
- . Email blast to the runners in the Saint Paul Winter Carnival database
- . Opportunity to sample product through the Goodie Bag

Showcase Saint Paul Noon Hour Educational Program (*Sold*)

Showcase Saint Paul Noon Hour Educational Program is a multi-cultural event featuring the diverse performing arts, visual arts and ethnic traditions reflective of Saint Paul's tapestry of neighborhoods. The Showcase Saint Paul Noon Hour programming is held Monday through Thursday at the Science Museum.

Local talents educate audiences through cultural dance and storytelling.

Sponsorship Level – \$25,000

Advertising Program

- . Logo in print advertising
- . Promotional mention in radio campaign
- . Web opportunities to be determined

Sponsor Benefits

- . Invitation to the Sponsor Party
- . Signage at the sponsored event
- . Parade fees waived
- . 25 Saint Paul Winter Carnival Buttons

Grande Day Parade – Saturday, January 24 at 2 p.m.

The King Boreas Grande Day Parade kicks off the Saint Paul Winter Carnival. The gala event winds its way through downtown Saint Paul and around Rice Park entertaining thousands of spectators.

Sponsorship Level – \$25,000

Advertising Program

- . Logo in print advertising
- . Promotional mention in radio campaign

Sponsorship Benefits

- . Grand Marshal
- . Invitation to the Sponsor Party
- . Signage at the sponsored event
- . 25 Saint Paul Winter Carnival Buttons
- . First right of refusal for the 2010 Saint Paul Winter Carnival

Torchlight Parade – Saturday, January 31 at 6 p.m.

At the Torchlight Parade, the spirit of the Vulcans and their victory over Boreas rises as night falls on Downtown Saint Paul. Each parade unit is lit in some fashion, making this truly a sight to see.

Sponsorship Level – \$25,000

Advertising Program

- . Logo in print advertising
- . Promotional mention in radio campaign

Sponsorship Benefits

- . Grand Marshal
- . Invitation to the Sponsor Party
- . Signage at the sponsored event
- . 25 Saint Paul Winter Carnival Buttons
- . First right of refusal for the 2010 Saint Paul Winter Carnival

Torchlight Laser Light Show – Saturday, January 31

The Torchlight Laser Light show will be held on Saturday, January 31, 2009 following the Torchlight Parade and the dethroning of King Boreas.

The spectacular show makes the Saint Paul skyline come alive with the true colors of the King of the Saint Paul Winter Carnival.

The Laser Light Show sponsor gets the opportunity to introduce the Royal Family and the Vulcans at the dethroning event.

Sponsorship Level – \$20,000

Advertising Program

- . Logo in print advertising
- . Promotional mention in radio campaign
- . Web opportunities to be determined

Sponsorship Benefits

- . Invitation to the Sponsor Party
- . Parade fees waived
- . 25 Saint Paul Winter Carnival Buttons

Hot Seats for Grande Day and Torchlight Parades

The Hot Seats bleacher section and tent are a fun way to entertain clients, family and friends as you watch the majestic parades.

Sponsor will receive a pre-parade party and visit from the International Visiting Royalty. A professional photographer will be on hand to capture all of these special moments of the Saint Paul Winter Carnival. Plus, media are directed to the Hot Seats for interviews.

Sponsorship Level – \$20,000

Advertising Program

- . Logo in print advertising
- . Promotional mention in radio campaign

Sponsorship Benefits

- . Invitation to the Sponsor Party
- . Branding on the outside of the tent
- . 25 Saint Paul Winter Carnival Buttons

Indoor Kids' Activities

This sponsor will support the entertainment and the activities aimed at children ages six years old and up. Kids can make buttons, thermometers, miniature ice palaces and more.

The sponsor will work directly with the educational committee in bringing this to the classroom.

Sponsorship Level – \$25,000

Advertising Program

- . Sponsor logo in print advertising
- . Promotional mention in radio
- . Web opportunities to be determined
- . Promotional announcements to broadcast at venue

Sponsorship Benefits

- . 10' x 10' booth space
- . Invitation to the Sponsor Party
- . Signage at the sponsored event
- . Parade fees waived
- . 15 Saint Paul Winter Carnival Buttons

Outdoor Kids' Activities

This sponsor will support the truly “Winter” Carnival outdoor entertainment for youngsters six years and older. Outdoor Kids' Activities will include a Kids' Winter Carnival Treasure Hunt, music, inflatables, interactive games, etc.

Sponsorship Level – \$25,000

Advertising Program

- . Sponsor logo in print advertising
- . Promotional mention in radio
- . Web opportunities to be determined
- . Promotional announcements to broadcast at venue

Sponsorship Benefits

- . 10' x 10' booth space
- . Invitation to the Sponsor Party
- . Signage at the sponsored event
- . Parade fees waived
- . 15 Saint Paul Winter Carnival Buttons

International Visiting Royalty (IVR)

Every year the Saint Paul Winter Carnival is host to visiting dignitaries from all over the world. Cities send their troupes and traditions to share in the magic of Winter in Saint Paul.

These guests of our city deserve the best. Sponsorship of the IVR is a party in and of itself! Meet business leaders from around the world and make connections that will last a lifetime.

Product Sponsorship Level – \$5,000

Sponsorship Benefits

- . Invitation to the Sponsor Party
- . Email blast to the Saint Paul Winter Carnival database
- . IVR contact information and the chance to put together the IVR visitor's packet.

Volunteer Sponsorship

The Saint Paul Winter Carnival's success is dependent on its over 1,000 volunteers.

The Volunteer Sponsor hosts the Appreciation Party and the Post-Carnival Thank You Party for all of their hard work and effort.

Sponsorship Level – \$10,000

Sponsorship Benefits

- . Invitation to the Sponsor Party
- . Email blast to the Saint Paul Winter Carnival database