

BENSON DAYS

Downtown Benson



SATURDAY JULY 27TH

AND



SUNDAY JULY 28TH

Dear Community Partner:

Not so long ago, people drove through Benson to their destination. Now Benson IS their destination. In the area where buffalo used to roam, entrepreneurs have forged a path where creativity has become our culture. Benson, Nebraska, is a diverse community with a powerful sense of pride and a commitment to making our neighborhood better. One way we enhance it is through family-friendly celebrations such as Benson Days. This two-day event, held the last weekend in July, brings together more than 18,000 people from the metro and beyond.

As the host of this event, the Benson Neighborhood Association (BNA), a 501(c)3 entity, works hard to deliver a top-notch community party. Benson Days is possible each year because of generous support from sponsors and donors like you. We hope you will consider a 2019 sponsorship - we want it to be the best one yet!

We have a variety of elements to Benson Days including:

Day 1 (July 27)

Pancake Feed
Parade
Beer Garden Music Stage
Maker Market
Kids Zone
Visual and Performing Artists

Day 2 (July 28)

The Indie (10K/5K neighborhood race)
The Indie After Party
Gallagher Pool: Free Admission for Kids
Community Art Project

A full listing of sponsorship opportunities is listed on the following page. Please review to find a level that works for you, or tell us how much you'd like to spend, and we'll do the rest!

You can keep tabs on our progress at bensondays.org and theindieomaha.org. You can also connect with me at (402) 880-4664 or bensondaysne@gmail.com with questions. I look forward to hearing from you!

Regards,

Liz Moldenhauer
2019 President, Benson Neighborhood Association
2019 Benson Days Sponsor Chair



BENSON DAYS

SPONSORSHIP LEVELS. SPONSOR ON SATURDAY OR SUNDAY...OR BOTH!



Saturday July 27 Sponsorship Levels

	\$5,000 Sponsor + recognition for: • Beer Garden	\$2,500 Sponsor + recognition for: • Beer Garden • Music Stage	\$1,000 Sponsor + recognition for one of these: • Parade • Pancake Feed • Maker Market • Vendor Village • Kid Zone	\$500 Sponsor + recognition for one of these: • Community Art Project • Historical Tour of Downtown Benson • Visual/Performing Artist	\$250 Sponsor + recognition for one of these: • Street Sweeper • Volunteer Refreshments • Parade Float Awards • Maker Market Awards • Tiny Community Art Project • Park Party
Name/Logo with "Presents the Benson Days Festival" on promotional material	X				
Placement of company logo on signage	X	X			
Logo will have PRIMARY but shared placement on BensonDays.com linked to your website	X	X			
Logo on BensonDays.com linked to your website	X	X	X	X	X
Logo placement on print advertisements, promotional flyers, handouts and table tents	X	X	X		
Company mentioned in advertisements			X	X	
Logo on the Official 2019 Benson Days Street Festival T-shirt	X	X	X	X	
Social media mentions and Thank Yous	8	6	4	2	1
Complimentary Booth(s) at the Street Festival July 27, 2019	3	2	1	1	1



Sunday July 28 Sponsorship Levels

	Presenting Sponsor \$5,000 3 available	Health & Fitness Sponsor \$2,500 1 available	Training Silver Sponsor \$1,000 1 available	Mount Sponsor \$500 4 available	Prize Sponsor \$350 1 available	Friend of The Indie Sponsor \$100 10 available
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Company logo on race bibs	X	X				
Opportunity for Booth/Giveaways/Company Displays at race HQ on race day	X	X				
Logo will have PRIMARY but shared placement on BensonDays.com linked to your website	X	X				
Logo on BensonDays.com and TheIndieOmaha.org linked to your website	X	X	X	X	X	X
Company mentioned on print advertisements, press releases and social media sites	X	X	X	X		X
Logo on the Official 2019 Benson Days Indie 10K/5K T-shirt	X	X	X			
Sponsor-provided coupons in all race packets	X	X	X	X	X	
Complimentary booth at Benson Days Street Festival July 27th	X					
Pick a Hill on the run map and have a table or display at the top of it				X		
Present awards during ceremony 10K Male & Female get \$100 each 5K Male & Female get \$50 each Oldest & Youngest get \$25 each					X	

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AND



SPONSORSHIP APPLICATION

Contact Name _____

Business Name _____

Mailing Address (Street/City/State/Zip) _____

Phone Numbers Cell: _____ Business: _____

Email Address _____

Business Web Address _____

Please Check Your Desired Sponsorship:

Street Festival on Saturday:

- \$5,000 Sponsor
- Gold \$2,500
- Silver \$1,000
- Supporting \$500
- Neighborhood \$250

The Indie on Sunday:

- Health & Fitness \$2,500
- Training \$1,000
- Mount \$500
- Prize \$350
- Friend \$100

Desired Recognition if interested _____

Payment Type and Amount Enclosed _____

All checks or money orders must be made payable to the Benson Neighborhood Association (BNA).

Cash Or Check Payments Are Due As Follows:

100% of balance is due on or before May 15, 2019.

Corporate Logo:

Please send your corporate logo to tracy@blk59.com at the time of application. We require high resolution vector EPS files in both color and black & white. Benson Days reserves the right to use your logo as provided for all applicable marketing and promotional materials.

Please complete and mail/submit this form along with your payment to:

Benson Days
c/o Benson Neighborhood Association
PO Box 4134
Omaha, NE 68104

*If you prefer you can register and pay online at: BensonDays.com
Questions: bensondaysne@gmail.com or Liz Moldenhauer 402.880.4664*

Deadline:
Tuesday
May 15, 2019

Make Checks Payable To:
Benson Neighborhood
Association
Thank You

By my signature below, I affirm that I have read this application and I agree to the terms outlined. I also grant the Benson Days permission to use our company logo for marketing and promotional materials.

Signature _____ Date _____

Not tax deductible.