



COMMUNITY BUILDER

ACTIVITY & EVENT SPONSOR GUIDE

Join us in building a fun, inclusive, and welcoming Moorhead community

moorheadparks.com



Find Community in **MOORHEAD**

Moorhead is a city on the rise— fueled by innovation, creativity, and a deep sense of community pride. At Moorhead Parks and Recreation, we activate that spirit through over 20 unique programs and events each year— bringing thousands of residents and visitors together in shared experiences that are joyful, welcoming, and always free to attend.

From winter festivals to summer concerts, cultural celebrations to the weekly Farmers Market, Moorhead Parks and Recreation creates spaces where families connect, traditions grow, and new ideas take root. We support our small business community, elevate local artists and crafters, and provide accessible platforms for creators to thrive.

Sponsorship with Moorhead Parks & Rec isn't just visibility—it's partnership. It's a chance to help shape the story of a community that celebrates strength, values inclusion, and invests in public life.

This is where the strong belong—and we invite you to be part of it.





Frostival

Frostival is more than a winter festival—it’s a celebration of Moorhead’s spirit of togetherness and resilience. By supporting Frostival, sponsors help create joyful, inclusive experiences that bring families, neighbors, and visitors together in the heart of winter. Your partnership fuels new traditions, strengthens community bonds, and ensures that everyone can share in the magic of the season.

TIER 1 Premier Community Champion (\$5,000)

- Name recognition as presenting partner (e.g., “Frozen Fortress presented by [Sponsor Name]”)
- Media recognition in print, radio, and digital marketing
- Premium on-site signage and booth placement
- Your support helps create free, inclusive winter programming for Moorhead families

TIER 2 Community Supporter (\$1,500) x 2

- Recognized in marketing materials as a valued community supporter
- Booth included for direct engagement
- Social media mentions highlighting your partnership

TIER 3 Neighborhood Advocate (\$750) x 3

- Recognition on social media
- Onsite acknowledgment as a community supporter

Celtic Festival

The Celtic Festival honors the rich cultural heritage that shapes Moorhead’s identity. Sponsorship of this event supports vibrant arts, music, and traditions, fostering cross-cultural understanding and pride. Your investment helps create a welcoming space for all, where stories are shared, creativity flourishes, and the city’s diverse roots are celebrated.

TIER 1 Premier Community Champion (\$2,500)

- Name recognition as presenting partner for the festival
- Media recognition in all festival promotions
- Premium signage and booth placement
- Your support celebrates cultural heritage and brings the community together

TIER 2 Community Supporter (\$1,500) x 2

- Recognized in festival marketing as a supporter of the arts
- Booth included for engagement with attendees
- Social media mentions

TIER 3 Neighborhood Advocate (\$500) x 3

- Recognition in select festival materials and social media
- Onsite acknowledgment as a community supporter



Farmers Market

The Moorhead Farmers Market is a cornerstone of community wellness and local entrepreneurship. Sponsors empower small businesses, farmers, and artisans to thrive, while promoting healthy living and sustainable growth. Your support helps build a marketplace where connections are made, traditions grow, and the local economy flourishes.

TIER 1

Premier Community Champion (\$5,000)

- Name recognition as presenting partner for the market
- Recognized in market marketing as a supporter of local entrepreneurship
- Media recognition in all market promotions (Digital, radio, on the website)
- Signage and booth placement
- Your support sustains local business and healthy living in Moorhead

TIER 2

Community Supporter (\$1,500) x 2

- Booth included for direct engagement
- Social media mentions
- Included in on site signage

RiverArts

RiverArts is where Moorhead's families gather to celebrate summer, creativity, and recreation. By sponsoring RiverArts, you help transform public spaces into vibrant hubs of activity, entertainment, and connection. Your partnership brings new experiences to life, encourages active lifestyles, and strengthens the fabric of our community.

TIER 1

Premier Community Champion (\$5,000)

- Name recognition as presenting partner for the RiverArts series
- Media recognition in series promotions (Digital, radio, on the website)
- Wrap the stage
- Premium signage at stage and booth placement at all events

TIER 2

Community Supporter (\$1,500) x 2

- Recognized in series marketing as a supporter of family-friendly programming
- Signage on stage wrap
- Booth included at select events
- Social media mentions

TIER 3

Neighborhood Advocate (\$750) x 3

- Recognition on social media and the website
- Signage on stage wrap
- Booth space at all events



Greater Moorhead Days

Greater Moorhead Days is the city's largest annual celebration—a showcase of local pride, tradition, and unity. Sponsors play a vital role in powering parades, festivals, and family activities that define Moorhead's character. Your support helps create lasting memories, fosters civic engagement, and inspires the next generation of community leaders.

TIER 1 Kidsfest, Parade Sponsor (\$2,500 each)

- Name recognition as presenting partner for the parade or Kids Fest
- Media recognition in all event promotions
- Premium signage and booth placement
- Your support powers Moorhead's largest annual celebration

TIER 2 Medallion Hunt (\$1,500)

- Recognized in event marketing as a supporter of community tradition
- Social media mentions

TIER 3 Neighborhood Advocate (\$750)

- Recognition on social media
- Onsite acknowledgment as a community supporter

Halloween

Halloween in Moorhead is a celebration of imagination, safety, and community spirit. By supporting Pumpkin Party Pick-Up, sponsors help create a welcoming space where families can connect, children can safely enjoy traditions, and neighbors come together in festive fun. Your partnership ensures these cherished moments remain accessible to all, fostering a sense of belonging and joy that strengthens Moorhead's community fabric.

TIER 1 Premier Community Champion (\$1,000)

- Name recognition as presenting partner (e.g., "Pumpkin Party Pick-up presented by [Sponsor Name]")
- Media recognition in print, radio, and digital marketing
- Premium on-site signage and booth placement
- Your support helps create safe, inclusive Halloween experiences for Moorhead families



2025-2026 Moorhead Special Event Sponsorship Agreement

Business Name: _____

Contact Name: _____

Mailing Address: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Amount: \$ _____

Every Sponsor Agreement Includes:

Event Recap Reports:
Receive post-event summaries with attendance numbers and photos for your own communications.

Genuine Partnership:
Your support is celebrated as an investment in Moorhead's future, helping build a vibrant, inclusive community.

Sponsorship Opportunities: Please indicate what your business would like to sponsor. Event descriptions can be found on succeeding pages. **Opportunities in red** are either unavailable or the previous year sponsor has the right to renew.

Holiday Events

TIER 1

Holiday Kick-off Lighting Sponsor (\$1,000)

- Name recognition as presenting partner (e.g., "Holiday Kick-off presented by [Sponsor Name]")
- Media recognition in print, radio, and digital marketing
- Premium on-site signage and booth placement
- Your support helps us light up Moorhead with joy and togetherness during the holiday season

TIER 2

Skate with Santa (\$1,500)

- Recognized in marketing materials as a valued community supporter
- Booth included for direct engagement
- Social media mentions highlighting your partnership

Frostival	Farmers Market	Greater Moorhead Days	
<input type="checkbox"/> Tier 1 \$5,000 <input type="checkbox"/> Tier 2 (x2) \$1,500 <input type="checkbox"/> Tier 3 (x3) \$750	<input type="checkbox"/> Tier 1 \$5,000 <input type="checkbox"/> Tier 2 (x2) \$1,500	<input type="checkbox"/> Tier 1 \$2,500 (Parade)	<input type="checkbox"/> Tier 2 \$1,500 <input type="checkbox"/> Tier 3 \$750
Celtic Festival	RiverArts	Holiday Events	Halloween
<input type="checkbox"/> Tier 1 \$2,500 <input type="checkbox"/> Tier 2 (x2) \$1,500 <input type="checkbox"/> Tier 3 (x3) \$500	<input type="checkbox"/> Tier 1 \$5,000 <input type="checkbox"/> Tier 2 (x2) \$1,500 <input type="checkbox"/> Tier 3 (x3) \$750	<input type="checkbox"/> Tier 1 \$1,000 <input type="checkbox"/> Tier 2 \$1,500	<input type="checkbox"/> Tier 1 \$1,000

Signature: _____ Date: _____

Email me when new community events opportunities become available

Please Return Agreement to:

Moorhead Parks & Recreation Recreation Coordinator | 218.299.5078
1300 15 Ave N, Moorhead, MN | parkandrec@moorheadmn.gov