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Partnership deadline is May 1, 2011.
The *MidsommarFest* Booklet is free.
Make your check payable to New
Sweden Historical Society.
Midsommar is June 17, 18 and 19, 2011.



Dear potential partner,

We are asking you to become a partner in growing *MidsommarFest* 2011 and Aroostook tourism.

Sponsoring partnerships are now available to your business or organization with sponsorship level to match your marketing goals.

In addition to prominent co-branding with *MidsommarFest*, your organization will get ad space to communicate to our local and out-of-town audience. See the enclosed table to see all benefits of sponsorship.

Thanks to last year's sponsoring partners, our *MidsommarFest* booklet has expanded from 2000 to 6000 copies and is distributed free through the Aroostook Republican newspaper and by hand to many county sites. We also plan to send booklets to the tourist information stops in Houlton, and Kittery.

Also, your logo and/or ad will be featured on the www>MaineSwedishColony.info web site until next spring. This site is targeted at festival visitors and is rich in content. As *MidsommarFest* gets closer, we get over 800 web visitors a week.

We have gathered many *MidsommarFest* activities under our promotional umbrella and hope to add more activities in New Sweden, Stockholm, Connor, Westmanland, Woodland, Caribou, Madawaska Lake, and Perham.

Your sponsorship will go towards *MidsommarFest* promotion, programing and year-round preservation of local history and culture. One of our ongoing projects is the restoration of the historic Clase-Magnusson house just down from the museum in New Sweden.

This year is the 141st anniversary of the founding of the Maine Swedish Colony. *MidsommarFest* is a celebration of Swedish Colony heritage and *The County's* kickoff to our short but sweet summer. With your help, *MidsommarFest* will attract more and more tourists to our communities.

Please consider giving your support.
Thank you,

Carolyn Hildebrand and Debbie Eustis-Grandy,
co-chairs of the *MidsommarFest* 2011 committee



Sponsorships available for MidsommarFest 2011

	Sponsorship Levels					For an additional \$100, sponsors may designate a specific activity to fund				
	Platina	Guld	Silver	Brons	Koppar	Shuttle bus	Dance Music & Instruction	Little Dancers	Special Music	Sunday Program
Dollar amount	\$500	\$250	\$150	\$75	\$30	+\$100 minimum				
Funding target						\$200	\$2000	\$300	\$600	\$300
Number of slots available	6	10								
Sponsor Benefits										
Sponsor recognition in Printed Schedule Booklet (6300 copies) inserted into Aroostook Republican										
Sponsor logo on cover	•					Recognition of activity sponsorship whenever possible				
Location of ad, first-come, first-served, better placement for higher level	Back or inside covers	Run of booklet at our discretion								
Size of ad in Schedule booklet	Full page	1/2 page	1/4 page	1/8 page	Small bus. card					
Color available	Full color	Black ink								
Sponsor recognition adjacent to event on schedule						•	•	•	•	•
Sponsor recognition on www.MaineSwedishColony.info web site until spring 2012 (about 800 visitors per week)										
Sponsor logo on MaineSwedishColony.info website, all pages (triple Platinum, \$1500)	•••									
Sponsor logo on MaineSwedishColony.info homepage (double Platinum, \$1000)	••									
Sponsor logo on all Midsommar pages	•									
Sponsor logo on Midsommar homepage	•	•								
Sponsor listed on Midsommar homepage			•	•						
Link to sponsor's web site	•	•	•	•						
Sponsor's ad web page	•	•	•	•	Group					
Sponsor recognition adjacent to event on web schedule						•	•	•	•	•
Sponsors named in official emails	•									
Sponsor recognition On-site (historical society activities)										
Sponsor logo on group banner (displayed until next year)	•	•								
Sponsor listed by name on banner			•	•	•					
Sponsorship announcement at Historical Society activity	all activities					•	•	•	•	
Sponsor banner displayed at event						•	•			
Sponsor recognition, other										
Exclusive rights to future sponsorship	•	•								
Certificate for display	•	•	•	•	•					
Use Midsommar logo until next year	•	•	•	•						

Thanks to Gathering of the Scots in Perth-Andover / Rob McIntosh for inspiration and guidance.

