



## Align with a community treasure.

Located on 60-acres of rolling wooded hills in Eagan, Caponi Art Park and Learning Center is a distinctive nonprofit community space offering free cultural and educational experiences in an inviting, natural setting. The miles of wooded walking trails, sculpture garden and Theater in the Woods outdoor amphitheater make Caponi Art Park one of the most prominent cultural destinations in Dakota County.

Caponi Art Park provides accessible cultural programs and educational opportunities to thousands of visitors of all ages. Family-friendly programs include:

**Theater in the Woods Performance Series** features a wide variety of music, theater and dance by the region's most talented artists presented in the Theater in the Woods outdoor amphitheater.

**Family Fun Tuesdays** is a weekly series for families to experience a variety of art forms, learn about world cultures and explore new ideas together in the sculpture garden.

**Medieval Fair** is an educational event for all ages that brings the Middle Ages to life with authentic pavilions, costumes, music, dance, cooking, weaponry, and interactive demonstrations.

**Shakespeare Festival** features two nights of plays by William Shakespeare presented by local theater companies in the Theater in the Woods outdoor amphitheater.

**Poets in the Park** teen poetry slam is a platform for teens to creatively express themselves through spoken word.

## Sponsorships to fit your needs.

As a sponsor of Caponi Art Park and Learning Center, your company will be associated with a well-respected organization that promotes community and green, healthy living. Aligning your business with the family-friendly spirit and high caliber cultural programming of Caponi Art Park will promote positive brand awareness for your company. Sponsoring Caponi Art Park is a cost-effective way to build your customer base by exposing your business to thousands of new customers while contributing to the quality of life in your community.

Our variety of sponsorship packages are designed to fit all marketing goals and budgets. Caponi Art Park sponsorship levels range from \$250 to \$2,500. Sponsorships of donated goods and services are also welcomed.

To customize a sponsorship to fit your company's needs, **please call our Sponsorship Coordinator at 651.681.0411.**

### Contact Caponi Art Park

Caponi Art Park and Learning Center  
Attn: Sponsorships  
1205 Diffley Road  
Eagan, MN 55123  
651.681.0411  
jenna@caponiartpark.org

Photos: Above by Melissa Berberena, staff; Cover: All images by Ron Schempp; Inside panels (left to right): Staff, Corey Pressgrove, Ron Schempp, Corey Pressgrove, Jeff Baker, Melissa Berberena; Inside flap: Both images by Ron Schempp

# CAPONI ART PARK LEARNING CENTER

# 2012 Sponsorship Opportunities





## Increase your visibility.

Caponi Art Park attracts people of all interests and backgrounds from the south metro and entire Twin Cities area. With **more than 200,000 online, on-site and print impressions**, a Caponi Art Park sponsorship will help your business reach a new audience in these markets. Your company's name will be associated with Caponi Art Park through a variety of media depending on your level of investment:

- **Website** (19,000 unique visitors / 28,000 visits in 2011)
- **Program Brochures** (mailed to 8,500 south-metro area households)
- **Event Posters** (displayed throughout Dakota County)
- **Monthly e-Newsletters** (2,700 unique contacts)
- **On-site Event Signage** (10,000 patrons in 2011)
- **On-site Event Display Space**
- **Print Advertisement**
- **Program and Park Press Releases** (*Pioneer Press, Star Tribune, Thisweek, SunCurrent*, radio, TV news, magazines)
- **Recognition at VIP Event** (and invitation)
- **Social Media** (Facebook, Twitter, YouTube)
- **Annual Report** (emailed to foundations, business and individual supporters, available online)

To customize a sponsorship to fit your company's needs, please call our Sponsorship Coordinator at 651.681.0411.

## Caponi Art Park's sponsorship packages and benefits for your business

Caponi Art Park offers a variety of sponsorship opportunities to fit your company's needs and budget. Your business can target specific audiences through a sponsorship of one of Caponi Art Park and Learning Center's cultural performing arts programs, or contribute to the quality of life in your community through a general park sponsorship while a building customer base.

"The park is magic!"

*Chet Ellingson, Rosemount*

### **Sandstone Sponsor - \$250**

*Includes: Name displayed on Visitor Information Board inside park entrance; name listed on Caponi Art Park website and all e-newsletters; recognition in program brochures and annual report; and recognition and invitation to VIP event.*

### **Limestone Sponsor - \$500**

*Includes: Everything listed in Sandstone Sponsor, plus logo displayed on Visitor Information Board inside park entrance; logo on Caponi Art Park website and all e-newsletters, recognition in park advertising and press releases.*

### **Marble Sponsor - \$1,000**

*Includes: Everything listed in Limestone Sponsor, plus company description on Caponi Art Park website; recognition in paid newspaper ad, logo with link to your company's website listed twice on Caponi Art Park website and all e-newsletters.*

### **Granite Sponsor - \$2,500**

*Includes: Everything listed in Marble Sponsor, plus verbal recognition and logo displayed at program events, including Theater in the Woods Performance Series, Family Fun Tuesdays and Shakespeare Festival; logo and link to your company's website listed on Caponi Art Park homepage and all e-newsletters; recognition in park and program advertising and press releases; promotional display space for your company at park programs; non-competitive environment for your company.*

### **Theater in the Woods PRODUCING SPONSOR - \$750**

5 events / target audience: families, adults, seniors, youth

### **Family Fun Tuesdays PRODUCING SPONSOR - \$750**

13 events / target audience: families, youth, childcare & special service groups

*Both producing sponsorships include: Logo displayed on Visitor Information Board inside park entrance; recognition in program advertising and press releases; logo listed twice on Caponi Art Park website; recognition in program brochures and annual report; and recognition and invitation to VIP event.*

### **Theater in the Woods PRESENTING SPONSOR - \$1,500**

5 events / target audience: families, adults, seniors, youth

### **Family Fun Tuesdays PRESENTING SPONSOR - \$1,500**

13 events / target audience: families, youth, childcare & special service groups

*Both presenting sponsorships include: Everything listed in Producing Sponsor, plus verbal recognition and promotional display space at all program events; logo on all program signage within the park; logo and link to company's website on Caponi Art Park's website and all e-newsletters; and company description on website.*

### **Poets in the Park Teen Poetry Slam Sponsor - \$350**

target audience: families, adults, seniors, teens

### **Photo Contest Sponsor - \$350**

target audience: families, adults, seniors, children, school groups

*Both sponsorships include: Name displayed on Visitor Information Board inside park entrance; logo displayed on program signage within park; logo listed twice on Caponi Art Park website and in all e-newsletters; recognition in program advertising and press releases; recognition in program brochures and annual report; recognition and invitation to VIP event.*

### **Medieval Fair Sponsor - \$750**

target audience: families, adults, seniors, youth

### **Shakespeare Festival Fair Sponsor - \$750**

2 events / target audience: families, adults, seniors, youth

*Both sponsorships include: Everything listed under Poets in the Park Teen Poetry Slam Sponsor, plus logo displayed on Visitor Information Board inside park entrance.*