



Greater Mankato Visitor & Community Information Center - River Hills Mall

Promotional Sponsorship Agreement

The Greater Mankato Visitor & Community Information Center (Visitor Center) in the River Hills Mall is being updated. The new Visitor Center will open in a new location right off the food court in February, 2010. The new Visitor Center will be manned during mall high traffic times by trained staff whose only role will be to help visitors and residents find out about the many assets of our community. With 8 million visitors each year, the River Hills Mall is an ideal venue for promoting your business or organization and our new Visitor Center will be a dominant fixture in the mall. If your business or organization is seasonal in nature or you simply want to market a particular limited-time promotion, the Promotional Sponsorship is ideal.

Promotional Sponsor Receives:

- Opportunity to have a counter top display up to 11" x 17", which can include signage, flyers and coupons (full display to be provided by Promotional Sponsor)
- Opportunity to have a business or organization representative on site at the Visitor Center anytime during the high traffic mall times when the center is manned.
- Opportunity to provide promotional items and coupons that can be handed out by Visitor Center staff.

Number of Sponsorships available:

To ensure maximum exposure for our Promotional Sponsors, there will only be one Promotional Sponsorship available per month, with a limit of 2 non-consecutive months per year for each sponsor.

Sponsorship Term and Investment:

This agreement shall commence on the first day of the Promotional Sponsor month and end on the last day of the Promotional Sponsor month. The sponsor shall pay \$1,000/month for the months of January – June, September & October or \$1,500/month for the months of July, August, November & December during the term of this agreement .

Sponsor Name _____

We agree to be a Promotional Sponsor for the _____ of the Greater Mankato Visitor & Community Information Center for the following month(s): _____

Please invoice me I'll call you with my credit card information (Visa and Mastercard accepted)

Contact _____ Phone _____ Email _____

Address _____ City _____ Zip _____

Authorized Signature _____ Date _____

Please fax completed sponsorship form to 507.345.4451 or mail to Greater Mankato Visitor Center. c/o Greater Mankato Growth, 1961 Premier Drive, Suite 100, Mankato, MN 56001.



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Premier Sponsorship Agreement

The Greater Mankato Visitor & Community Information Center (Visitor Center) in the River Hills Mall is being updated. The new Visitor Center will open in a new location right off the food court in February, 2010. The new Visitor Center will be manned during mall high traffic times by trained staff whose only role will be to help visitors and residents find out about the many assets of our community. With 8 million visitors each year, the River Hills Mall is an ideal venue for promoting your business and our new Visitor Center will be a dominant fixture in the mall. To make it easy for visitors and residents to access all the information at the Visitor Center, it will be divided into six sections: 1) Where to Eat, 2) Where to Shop, 3) Where to Stay, 4) What to Do, 5) Where to Learn and 6) Welcome to Greater Mankato (with general community information). Each of these sections will have a single Premier Sponsor.

Premier Sponsor Receives:

- 22" x 28" lighted sign to the left of the section that can be updated at any time (production of first sign is included in the sponsorship, with updated signs produced at the sponsor's expense).
- Preferred brochure placement in the top left hand brochure spot (adjacent to sign). All brochure spots can accommodate brochures of up to 4.25" x 11".
- Opportunity to provide promotional items and coupons that can be handed out by Visitor Center staff.
- Advertisement on the 2 large TV monitors running continuously at the Visitor Center. Ads are 30 seconds and can be video (with no sound) or stills, provided by the sponsor. Each Premier Sponsor's ad will run every 10 minutes, ensuring maximum visibility.
- Logo on table tents promoting the Visitor Center on tables in the River Hills Mall Food Court.
- Sponsor name recognition when appropriate in promoting the Visitor Center.
- Right of first refusal at a discounted rate to be a Premier Sponsor in the future Visitor Center in the City Center (location, opening date and price to be determined).
- Right of first refusal to be a Premier Sponsor again for a term of 2 years in the Visitor Center in the River Hills Mall after the term of this agreement has expired (price to be determined).

Number of Sponsorships available:

To ensure maximum exposure for our Premier Sponsors, there will only be one Premier Sponsorship available for each of the six main sections above.

Sponsorship Term and Investment:

This agreement shall commence on February 1, 2010 and terminate on January 31, 2012. The sponsor shall pay \$6,000/yr during the term of this agreement.

Sponsor Name: _____

We agree to be a Premier Sponsor for the _____ Section of the Greater Mankato Visitor & Community Information Center

I prefer an annual payment I prefer semi-annual payments I prefer quarterly payments

Please invoice me I'll call you with my credit card information (Visa and Mastercard accepted)

Contact _____ Phone _____ Email _____

Address _____ City _____ Zip _____

Authorized Signature _____ Date _____

Please fax completed sponsorship form to 507.345.4451 or mail to Greater Mankato Visitor Center. c/o Greater Mankato Growth, 1961 Premier Drive, Suite 100, Mankato, MN 56001.