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MINNETONKA

community education
Sponsorship Opportunities



Catalog Advertising

Music Program Sponsorship

Event Sponsorships

Youth Programs Sponsorship

Volunteer Opportunities

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CATALOG ADVERTISING

MCE SEASONAL CATALOGS

Your ad will be mailed to over 42,000 homes in Minnetonka and the surrounding communities of Excelsior, Shorewood, Chanhassen, Minnetrista, Wayzata, Victoria, Eden Prairie, Tonka Bay, Deephaven, Greenwood and Woodland, and an additional 4,000 catalogs are available at local businesses, libraries and schools within the community.

- MCE catalogs are delivered three times per year and are viewed year-round online.
- For one low rate, your ad will be mailed out in our print catalog and posted online in our interactive online catalog.

MULTIPLE ADVERTISING OPTIONS

- 1/4 Page Vertical (\$300)
- 1/4 Page Horizontal (\$300)
- Inside Front or Back Cover (\$900)
- Advertisers willing to commit to a full year of advertising (three consecutive catalogs) will receive \$25 off each of three 1/4 page ads, \$50 off each of three 1/2 page ads, or \$100 off of each of three full page ads. These discounts do not apply to the inside front or back cover ad spaces.
- 1/2 Page (\$500)
- Full Page (\$795)



CONTACT: Amber Sundal, Adult Programs Manager
Amber.Sundal@MinnetonkaSchools.org

MCE SUMMER POSTCARD

The MCE Summer Postcard is mailed annually, in April, to 4,500 families with students in grades K-7.

- 2 inch x 2 inch ads are available (\$350)

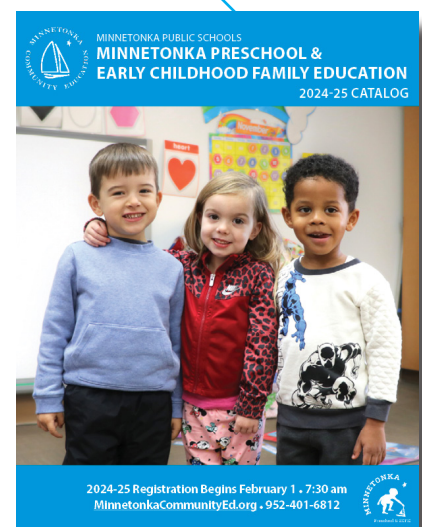
MINNETONKA PRESCHOOL & ECFE CATALOG

The Minnetonka Preschool and Early Childhood Family Education (ECFE) catalog is an annual publication that is distributed to area families with children ages birth-5 each January. Two thousand plus copies are printed, and over 1,600 are direct-mailed to families with preschool age children. It is also posted year-round on the Minnetonka Community Education website.

MULTIPLE ADVERTISING OPTIONS

- 1/4 Page Vertical (\$150)
- 1/4 Page Horizontal (\$150)
- 1/2 Page (\$250)
- Full Page (\$500)

If you are in need of assistance to create an ad, you may supply us with text, images and logos, and we can create your ad for an additional \$50 design charge.



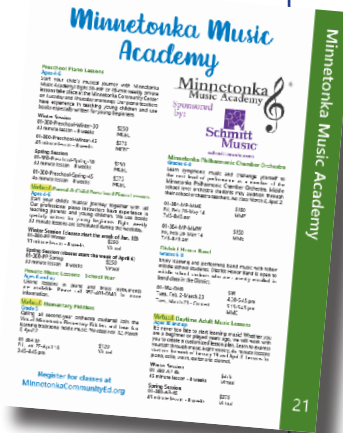
CONTACT: Molly Bahneman, Preschool & ECFE Coordinator
Molly.Bahneman@MinnetonkaSchools.org

YOUTH PROGRAMS SPONSORSHIP OPPORTUNITIES

MINNETONKA MUSIC ACADEMY

MMA offers year-round music programs to preschool, K-12 and adult students; we have over 400 students in piano, voice, guitar, band and orchestra instruments. \$1,250 sponsor investment (one sponsor annually):

- Your advertisement in the spring recital program brochures
- Your logo on the cover of our piano lesson assignment book
- Your logo in the Minnetonka Community Education catalog (3 per year)



T-BALL & YOUTH SOCCER

MCE offers both T-ball and soccer for young athletes ages 3-6 each spring and summer. These are popular programs that bring the whole family out to watch or even volunteer coach.

Each program draws over 300 players each year. Sponsorship of this program includes your logo on each T-shirt and in all our PR. Sponsorship investment is \$2,000 per season, per sport.



REC BASKETBALL

MCE has a youth basketball program for grades K-12 (boys and girls) that is very popular with 1,600 plus players each year. Sponsorship of this program includes your logo on each T-shirt, coaches shirt and jersey and in all our PR. Sponsorship investment is \$2,250 per year.

INTRAMURAL BASKETBALL

MCE's Grade 9-12 boys and girls intramural basketball program with 400 plus kids in it each year. This league competes with other local school districts. Sponsorship of this program puts your logo on each jersey and in all our PR. Sponsorship investment is \$2,000 per year.



YOUTH BASKETBALLS

Each year we give out hundreds of basketballs to players and to each team at the K-6 level. Sponsorship investment is \$4,000 for a two-year supply.



CONTACT: Jenny Bodurka, Youth & Adult Programs Coordinator
Jenny.Bodurka@MinnetonkaSchools.org

EVENT SPONSORSHIPS



TONKA TRAIL TROT

This exciting, cross country, one-mile run takes students through the trails and hills on the beautiful campus of MCEC and Deephaven Elementary.

Tonka Trail Trot 2024: Thursday, May 2
Tonka Trail Trot 2025: Thursday, May 1
Tonka Trail Trot 2026: Thursday, May 7

Sponsorship investment of \$500 includes your name and logo on the event T-Shirt, a flyer or coupon in the Virtual Event Packet, promotion in marketing emails as well as announcements on event day.



CONTACT: Tim Litfin, Event Director
Tim.Litfin@MinnetonkaSchools.org



TONKA YOUTH TRIATHLON

This great community run, bike and swim event is open to all boys and girls in grades 2-8 and is held at Minnetonka Middle School East.

Tonka Youth Triathlon 2024: Saturday, May 18
Tonka Youth Triathlon 2025: Saturday, May 17
Tonka Youth Triathlon 2026: Saturday, May 16

Sponsorship investment of \$1,000 includes your name and logo on the event T-Shirt and on bike corral banners, flyer or coupon in the Virtual Event Packet, promotion in marketing emails as well as announcements on event day.



CONTACT: Tim Litfin, Event Director
Tim.Litfin@MinnetonkaSchools.org

VOLUNTEER OPPORTUNITIES FOR YOUR BUSINESS OR ORGANIZATION

Tour de Tonka and Fall de Tonka Rest Stops are hosted by businesses and organizations who want to be part of these fun community events. Hosts provide the enthusiastic and helpful volunteers to support the stop by handing out water and snacks, cheering and directing participants. MCE provides everything else, including T-shirts for the volunteers.

As a rest stop sponsor or host, you may advertise your company at the stop by displaying banners or posters.

You also may also provide a coupon, give-away, or informational piece to include in the virtual event packet.

MCE is always looking for event volunteers along our routes. Youth Triathlon, Tour de Tonka and Fall de Tonka events need volunteers along the way to direct participants and cheer them on. It's a great way to join in the fun!

Volunteering together with your co-workers is a great way to promote your business while taking advantage of a team-building opportunity.



EVENT SPONSORSHIPS



TOUR de TONKA

The annual Tour de Tonka bike ride has become a staple of the west metro community, growing from 819 riders in its inaugural year of 2006 to nearly 3,500 riders annually. Riders from more than 166 Minnesota cities, 73 counties and 44 states have participated in the event. Countless riders from across the state tell us each year that Tour de Tonka is Minnesota's Ride.

Tour de Tonka 2024: Saturday, August 3
Tour de Tonka 2025: Saturday, August 2
Tour de Tonka 2026: Saturday, August 1

We anticipate 2,500-3,500 riders each year. There are six different routes with rest stops along the way. Rest stops provide food, water, music, bathrooms, first aid and of course enthusiastic and helpful volunteers!



CONTACT: Tim Litfin, Event Director
Tim.Litfin@MinnetonkaSchools.org

SPONSOR INVESTMENT \$5,000 or \$2,500

\$5,000 EVENT MARKETING & EVENT DAY BENEFITS

- Logo, text and link on event website
- Logo on all event emails (10,000+ recipients)
- Custom content/feature in one of the emails
- Logo on participant T-shirts
- Ride day PA announcements
- Finish chute signage (banner)
- Opportunity to provide branded bags for packets (only 1)
- Opportunity to include flyer or coupon in rider virtual packets
- Three complimentary ride entries and event shirts
- Invitation to free Sponsor Appreciation Lunch
- Staff and erect your own signage at a rest stop (optional)
- Staff and erect your own signage at the vendor fair (optional)
- Opportunity to provide premiums/door prizes

\$2,500 EVENT MARKETING & EVENT DAY BENEFITS

- Smaller logo, text and link on event website
- Smaller logo on all event emails (10,000+ recipients)
- Logo on participant/T-shirts
- Ride day PA announcements
- Finish chute signage (banner)
- Opportunity to include item in virtual ride packet
- One complimentary ride entry and event shirt
- Opportunity to provide premiums/door prizes

Other Tour de Tonka Opportunities:

- **Flyer or Coupon in Virtual Rider Packet:** \$75 (free for sponsors)
- **Tour de Tonka Vendor Fair:** Set up a booth at Minnetonka High School on packet pick-up day and/or event day, \$25 (free for sponsors)
- **Bike Mechanics:** Support riders at the event and have your name, text and link on event website, signage at start/finish, opportunity to supply a flyer or coupon in the virtual rider packet and put up your signage at a rest stop.

EVENT SPONSORSHIPS



FALL de TONKA

Fall de Tonka was new in 2020. The ride begins and ends at Minnetonka Community Education Center in Deephaven. Beginning in 2024, there will be a 13-mile ride and a 28-mile ride offered. The routes lead riders through scenic roads and trails in Excelsior, Shorewood, Greenwood, Minnetonka, Deephaven, Eden Prairie and Chanhassen. Rest stops provide food, water, music, bathrooms, first aid and of course enthusiastic and helpful volunteers!

Fall de Tonka 2024: Sunday, September 29

Fall de Tonka 2025: Sunday, September 28

Fall de Tonka 2026: Sunday, September 27

The first Fall de Tonka, developed as a smaller, socially distanced alternative to Tour de Tonka in 2020. The event quickly sold out and had a wait list into the hundreds, which demonstrated the desire that the community has for this kind of an event. Riders come from several states and all across Minnesota.



SPONSOR INVESTMENT \$1,000

EVENT MARKETING & SPONSOR BENEFITS

- Logo, text and link on event website
- Logo on all event emails (10,000 email recipients)
- Custom content/feature in one of the email blasts
- Logo on participant long-sleeve T-shirts
- Race day PA announcements
- Opportunity to provide branded bags for packets (only 1)
- Opportunity to include item in rider packets
- Two complimentary ride entries and event shirts



CONTACT: Tim Litfin, Event Director
Tim.Litfin@MinnetonkaSchools.org

Minnetonka Community Education is grateful to our partners and sponsors that continue to invest in our quality events, programs and activities.

