

Hamline Midway Heartwood Festival 2012

Saturday, June 2, 2012 – Newell Park, Saint Paul, MN

Registration Form

Thank you for your interest in being a part of the Hamline Midway Heartwood Festival 2012. Please refer to our "Event Overview" sheet for specific details on the opportunities available. If payment is required, then full payment must be received in order to reserve your spot(s).

- **Early Bird Discount (10%) discount is Friday, March 2nd**
- **Final participation deadline is Friday, May 18th**

Contact Name: _____

Company/Organization: _____

Street Address: _____

City, State, Zip: _____

Email: _____ Phone: _____

Profile: Please describe your company/organization's activities in 15 words or less:

We offer four ways to promote your cause at the festival:

A. SPONSORSHIP

All sponsors will be (1) listed with their logo (provided it is available in high-resolution format, i.e. ".eps") in promotional materials, (2) have a 10' booth, and (3) have sponsor profile in the event program. Sponsorships require payment in full prior to being promoted. Promotions include flyers and print newsletters delivered to 3300 residences, event posters, press releases, e-mail, web, and Facebook communications. Sponsors must register by April 16 to be included on printed posters and flyers, and by May 18 to be included in the event program.

Cultivator Level **(\$1000)**: Includes a full page ad in the event program

Sustainer Level **(\$550)**: Includes ½ page ad in the event program

Supporter Level **(\$350)**: Includes ¼ page ad in the event program

B. ADVERTISING

Advertising is available in the festival program. Registration and payment must be received by Friday, May 18 to be included. All advertisement measurements below are in inches:

Full Page Ad ~ 7.5w x 10h **(\$750)**

~7.5w x 4h **(\$300)**

~2.5w x 6h **(\$150)**

½ Page Ad ~ 7.5w x 5h **(\$375)**

~2.5w x 10h **(\$250)**

~2.5w x 4h **(\$100)**

¼ Page Ad ~ 5w x 4h **(\$200)**

~2.5w x 8h **(\$200)**

~5w x 2h **(\$100)**

~7.5w x 2h **(\$150)**

~2.5w x 2h **(\$50)**

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C. EXHIBITOR

Please check the exhibitor category you will be a participant in. All exhibitors receive a 10'X10' space. Tables, chairs, and tents are not provided but are available for rental; electricity is available in limited quantities. Please contact Hamline Midway Coalition directly to discuss your needs. Note: Exhibitors will not be confirmed until full payment is received.

Green Home Improvement Expo

- Business exhibitor (**\$150**)
 Nonprofit exhibitor (**\$75**)

Local Business Fair

- Business exhibitor (**\$150**)
 Nonprofit exhibitor (**\$75**)
 Exhibitor based in
St. Paul's Ward 4 (**FREE**)

Community Resource Fair

- Government Agency (**FREE**)
 Community Group (**\$75 or FREE**
with approved children's activity)
 Nonprofit (**\$75 or FREE** with
approved children's activity)

If applicable, briefly describe how your booth will fit into the theme of a Green Home Improvement Expo:

If applicable, please describe your idea for a children's activity: _____

D. SILENT AUCTION

- Yes! I would like to make a contribution to the Silent Auction.

Please list the item(s) along with retail value for each:

TOTAL COST

(+) \$ _____ A. Sponsorship
(+) \$ _____ B. Exhibitor
(=) \$ _____ C. Advertising
(=) \$ _____ **Subtotal**
(-) \$ _____ *Early Bird Discount – 10% off*
if payment received by March 2, 2012
(=) \$ _____ **TOTAL DUE**

**Please mail this form along with your payment
(if applicable) to:**

Hamline Midway Coalition
Attn: Heartwood Festival
1558 Minnehaha Avenue West
Saint Paul, MN 55104

If you have any questions, please call Faith at (651) 494-7683 or email faith@hamlinemidway.org.