



## North Twin Cities Metro Event Sponsorship Proposal

On behalf of the Blaine/Andover North Just Between Friends Sales Event, I want to thank you for taking the time to read and consider this Sponsorship Proposal. Just Between Friends is North America's leading children's and maternity consignment event with 138 franchises currently throughout the United States and Canada and we are truly fortunate to continue fostering this concept in the twin Cities area over the last 8 years.

It is our mission to provide a solution for Moms, especially in this tough economy, to earn money for their families by selling the gently used and new items their children have outgrown and to provide further financial relief by providing top quality items that their children will need for the next stage of their lives at greatly reduced prices, all while helping to save the Biggest Mother of all, Mother Earth.

We do this by coordinating and hosting huge community-wide children's consignment sale events twice a year during the Spring and Fall. Mom's prep and price their items, then bring them to our Event and we do the rest! Our Events draw in thousands of moms as well as dads, grandparents and children from all over Minnesota and Wisconsin. We also invite community involvement by providing Vendor Booth space for local businesses to promote their industry and also help the local community by donating the remaining items that don't get snatched up by our Shoppers to local charities to be distributed to the community. More details can be gathered by visiting our website: [blaine.jbfsale.com](http://blaine.jbfsale.com)

Our Spring 2016 Event will be held Friday, June 17th – Sunday, June 19th at the National Sports Center in Blaine. Our Fall Event will be Thursday, Sept 8<sup>th</sup>- Sunday, Sept 11 at the Andover Community Center. The National Sports Center and the Andover Community Centers are the perfect venues to host our Event because its lively environment both draws in families from all over the metro area and sets us up to have a fun and exciting family-friendly event every time.

As a Presenting Sponsor, you will have your logo displayed prominently throughout our Event as well as in our Event marketing and promotional materials. However, please look through the enclosed Sponsorship Packet and chose one of the plans that best fits your desires to participate as a Sponsor with this amazing family-friendly event. Thank you in advance for your consideration in Sponsoring our Event and the amazing reach it will have in helping our families and communities.

Please do not hesitate to contact me if you should have any questions. We look forward to your participation and forming a lasting relationship for the future.

Denise Klipsic  
Just Between Friends  
DeniseKlipsic@jbfsale.com  
651-398-8368  
[blaine.jbfsale.com](http://blaine.jbfsale.com)



# 2016 North Metro Sponsorship Tiers

## **{JBF BFF - Best Friends Forever} Presenting Sponsorship Package** **\$4000+**

- ✓ Your Company's logo placed on our website Home Page for 6 months
- ✓ Your Company's logo and short bio on our website Sponsor Page with a link to your website for 6 months
- ✓ Your Company's logo on all high profile marketing- print ads, web ads, poster design & billboards or radio ads
- ✓ Your Company's logo printed on the JBF Team T-shirts
- ✓ Your Company's banner displayed prominently at the Front Entrance of our Event
- ✓ Complementary Booth space with face-to-face exposure to 1000+ moms, dads and kids attending over the 4-day Event
- ✓ Your Company mentioned as Presenting Sponsor in 50+ local online resources including websites, blogs, calendars, Facebook groups, Craigslist, Meet-up Groups, etc.
- ✓ Your Company mentioned as Presenting Sponsor in our Press Release to the local media including radio stations, magazines & newspapers
- ✓ Your Company promoted through our social media posts 20 times total on Facebook/Twitter/Instagram with 1500+ total Likes/Followers
- ✓ Your Company's logo listed as Presenting Sponsor in at least 6 promotional E-Newsletters to a subscriber list of 2000+ local moms
- ✓ Your branded materials inside our Goody Bags to first 250 shoppers
- ✓ Complementary Booth space or Sponsorship (Vendor Gold Package) Credit at our Next Sale
- ✓ Option to Contribute Raffle Prize

## **{Best Friends} Premiere Company Sponsorship Package** **\$2500+**

- ✓ Your Company's logo and short bio on our website Sponsor Page with a link to your website for 6 months
- ✓ Your Company's banner displayed at our Event
- ✓ Your Company's logo printed on the JBF Team T-shirts
- ✓ Your Company's logo on all Medium profile marketing- print ads, web ads and Poster Design
- ✓ Complementary Booth space with face-to-face exposure to 1000+ moms, dads and kids attending over the 4-day Event
- ✓ Your Company promoted through our social media posts 10 times total on Facebook/Twitter/Instagram with 1500+ total Likes/Followers
- ✓ Your Company's logo listed as a Sponsor in at least 3 E-Newsletters to a subscriber list of 2000+ local moms
- ✓ Your branded materials inside our Goody Bags to first 250 shoppers
- ✓ Complementary Booth space or Sponsorship Tier (Vendor Gold Package) Credit at our Next Sale
- ✓ Option to Contribute Raffle Prize

## **{Close Friends} Special Event Company Sponsorship** **\$1000+**

- ✓ Your Company's logo and short bio on our website Sponsor Page with a link to your website for 6 months
- ✓ Your Company's logo or Name on all Low profile marketing- Print and Web Ads
- ✓ Sponsorship of Sale Special Event (Selections include First Time Parent and/or First-Responders/Military Presale, Character Meet & Greet, Trick or Treat Event and Mother & Child Nursing area – Special Event Sponsorship mentions in all Local Blog Event postings)
- ✓ Your Company promoted through our social media posts 5 times total on Facebook/Twitter /Instagram with 1500+ total Likes/Followers
- ✓ Complementary Booth space with face-to-face exposure to 1000+ moms, dads and kids attending over the 4-day Event
- ✓ Your Company listed as a Sponsor in at least 2 E-Newsletter to a subscriber list of 2000+ local moms
- ✓ Your branded materials inside our Goody Bags to first 250 shoppers
- ✓ 50% off Booth space or Sponsorship Tier (Vendor Silver Package) Credit at our Next Sale
- ✓ Option to Contribute Raffle Prize

## **{Casual Friends} Basic Sponsorship Package** **\$500+**

- ✓ Your Company's name listed on our website Sponsor Page with a link to your website for 6 months
- ✓ Your Company's Name on all low profile marketing- Print and Web Ads
- ✓ Your Company promoted through our social media campaigns 2 times total on Facebook/Twitter /Instagram with 1500+ total Likes/Followers
- ✓ Complementary Booth space with face-to-face exposure to 1000+ moms, dads and kids attending over the 4-day Event
- ✓ Your Company listed as a Sponsor in at least 1 E-Newsletter to a subscriber list of 2000+ local moms
- ✓ Your branded materials inside our Goody Bags to first 250 shoppers
- ✓ 25% off Booth space or Sponsorship Tier (Vendor Silver Package) Credit at our Next Sale
- ✓ Option to Contribute Raffle Prize

## **{Acquaintances} In Kind Donations**

\$50 or more donation of supplies valued at least \$50 minimum (food/drinks, postage, office supplies, advertising, raffle prizes, etc.)

- ✓ Your Company's name listed on our website Sponsor Page with a link to your website for 6 months



# {North Metro Just Between Friends} 2016 Event Sponsorship Agreement

Please complete this agreement and submit to Denise Klipsic by the due dates listed below to confirm your sponsorship participation. Please submit your electronic logo in JPEG format (.jpg) and 100-150 word biography to [DeniseKlipsic@jbfsale.com](mailto:DeniseKlipsic@jbfsale.com)

## Sponsorship Info:

Company Name	
Authorized Person & Title	
Address	
Phone	
Fax	
Email	
Website	

## Sponsorship Tiers:

Tiers <i>*amounts listed are per event</i>	Please indicate your Sponsorship amount	Spring 2016 Due Dates Blaine Sale	Fall 2016 Due Dates Andover Sale
{JBF BFFs} \$4000+		April 15th	June 30th
{Best Friends} \$2500+		April 15th	June 30th
{Close Friends} \$1000+		May 1st	July 31st
{Casual Friends} \$500+		May 15th	Aug 15th
{Acquaintances} In kind		May 15th	Aug 15th

## Instructions:

Please complete Sponsorship Agreement and remit payment by the listed Due Dates to:

Dani Jones – Blaine JBF  
12674 74th Ave. North  
Maple Grove, Minnesota , 55369

Questions? Contact [DeniseKlipsic@jbfsale.com](mailto:DeniseKlipsic@jbfsale.com)  
or call 651-398-8368

## Payment Info:

Check Payment *Please make checks payable to JBF Blaine/Andover*  
(preferred):

Credit Card Payment: Circle one: Visa Master Card Discover Card

*For Credit Card payments,  
if preferred we can invoice  
you through PayPal- please  
initial here if you would like  
to be invoiced: \_\_\_\_\_*

Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
Security Code: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Billing Phone: \_\_\_\_\_

## Agreement:

By completing and signing this Letter of Agreement, I hereby agree to pay all sponsorship amounts as indicated above and by the requested due dates to JBF North Metro- Blaine/Andover in exchange for the listed marketing presence at the JBF North Metro - Blaine/Andover events (see Sponsorship Tiers document). I understand I will also need to sign a waiver agreement and provide a W-9 upon completion of this agreement.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date



## {Just Between Friends Blaine/Andover} Sponsorship Waiver and Agreement

Just Between Friends - Blaine/Andover, the National Sports Center and its participants cannot guarantee safety of items left out supervised or unsupervised. I understand that Just Between Friends - Blaine/Andover, the National Sports Center and its participants will not be held responsible for any fire, theft or damage to my person, business or display products occurring at our event. I agree to hold harmless Just Between Friends - Blaine/Andover, the National Sports Center, sponsoring organizations and volunteers from any and all liabilities and damages to and from my product.

I understand that Just Between Friends will make every effort to ensure that my items are kept safe, but I understand that Just Between Friends and its participants and volunteers cannot ensure or guarantee that this will be the case. This includes, but is not limited to: cash drawers, computer equipment, MC/Visa equipment, products, etc.

I understand that I, as a Sponsor of \_\_\_\_\_, am fully responsible for my own product and equipment, while on the premises of the JBF event. I am solely responsible for the collection of all monies owed to me, and the timely reporting and payment of any applicable sales tax due to both Anoka County and the State of Minnesota and any other required entity.

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_

Phone Number (\_\_\_\_) \_\_\_\_\_ Company Name \_\_\_\_\_

### Sponsor Notes:

Planned time for Set-up June 16:	
Banner Size:	
Other Notes:	

### Social Media Business Links:

Facebook:		Pinterest	
Twitter:		Tumblr	
Instagram:		You tube	
Other:		Other:	

Please do not write below this line

Date Received: \_\_\_\_\_

Check #: \_\_\_\_\_

Amount Received: \_\_\_\_\_

Business Type: \_\_\_\_\_

Booth #: \_\_\_\_\_

Coupon pack items received: \_\_\_\_\_

