

# 2020 Sponsorship & Exhibiting Opportunities



VULCAN  
SNOW  
PARK

*presented by*  
SAINT PAUL VULCANS

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*SNOW much fun!*

# About Vulcan Snow Park

## Vulcan Snow Park

*A Saint Paul Winter Carnival event*

Vulcan Snow Park takes place concurrently with the Saint Paul Winter Carnival and is organized and managed by the Imperial Order of Fire & Brimstone (the Saint Paul Vulcans). The Saint Paul Winter Carnival is the oldest running carnival in the U.S. (the Tournament of Roses is two years younger).

Vulcan Snow Park is created over more than 21 days and with about 1 million pounds of snow.

Vulcans Snow Park is a free and public event that supports more than 16 community organizations annually and attracts approximately 75,000 visitors per year. (The Saint Paul Winter Carnival attracts approximately 350,000 visitors per year.)

**This community event would not be possible without the generosity of sponsors and organizations that support the cause** through the donation of goods, services, and dollars. Volunteer services include event planning, site construction, heavy equipment operation, community and resource organization, participant and visitor outreach, and general event support.

## How to Become a Sponsor or Exhibitor

- Learn why you should sponsor or exhibit at Vulcan Snow Park (keep reading).
- Contact us with your questions and to discuss the best package for you.
- Complete the agreement form we provide.
- We'll start promoting your organization or business through Vulcan Snow Park media!

## Dates

January 25 - February 2, 2020

## Location

Minnesota State Fairgrounds | Falcon Heights, MN

## Contact

[info@mnsnowpark.com](mailto:info@mnsnowpark.com) | 651-226-2928

## Media

### Media:

- **2 million+** reached through social media
- **3.9 billion** media impressions

### Attendance:

- **600,000** Winter Carnival attendees
- **150,000** Vulcan Snow Park unique attendees

### Creation:

- **21** days to create Vulcan Snow Park
- **500+** volunteers to run Vulcan Snow Park
- **2** days to plow the site down

# Vulcan Snow Park Activities

Snow Stomp



Vulcan Polar Plunge



Snow Sculpting Competitions



Vulcan Black Light Polar Plunge



Giant Snow Slide



Bar Stool Racing



Vulcan Fun Day



# Sponsorship Opportunities

All sponsors receive visual recognition on site for the duration of Vulcan Snow Park (10 days in 2020) in addition to recognition on [mnsnowpark.com](http://mnsnowpark.com) from time of payment until at least one month after Vulcan Snow Park concludes for the year.

## Sponsorships at a Glance

Benefit	Gold \$10,000	Silver \$5,000	Bronze \$1,000	Snow \$300	Snow Block \$500*
Logo on 3' x 6' banners at Vulcan Snow Park	•	•	•		
Logo on 2' x 3' banners at Vulcan Snow Park				•	
Logo on sculpture sign at Vulcan Snow Park					•
Name on banner or sign at Vulcan Snow Park	banner	banner	banner	sign	sign
Recognition on the Vulcan Snow Park website	logo	logo	logo	name	name
Official thank-you plaque	•	•			
Slide All Day wristbands	40	20			
Table and 10 Tickets to Vulcan Victory Dance	•	•			

\*Snow Block sponsorships are on a first-come, first-served basis and limited to one per snow block. The number of Snow Block sponsorships will be determined by how many teams enter the competitions. If there aren't enough blocks for all of the sponsorships, the latest sponsors will have the option of receiving alternative sign recognition, switching to the \$300 Snow level with a \$200 refund, or receiving a complete refund.

## Sponsorship Opportunities (continued)

### In-Kind Donations

Vulcan Snow Park relies on numerous donations of in-kind goods and services to keep our events and activities free to the public and our event entry fees low.

In-kind donors receive the same benefits as cash sponsorships of the same level.

If you can provide any of the goods or services listed here, or if you think you have a product or service we can use that's not listed here, please [contact us](#).

### Food for Sculptors and Volunteers

- Anytime snacks (packaged chips, granola/energy/breakfast bars, candy bars, cookies)
- Beverages (hot coffee, hot chocolate, hot cider, single-serve juice, milk, soft drinks, sport/energy drinks, bottled water)
- Fresh fruit
- Doughnuts/pastries
- Hot breakfast (e.g. egg bake, continental style)
- Hot lunch (pulled pork or chicken sandwiches, sloppy Joes, chili, hot dogs, pasta bake, etc.)
- Heat-and-eat food (cheese bread, individual frozen pizzas, etc.)

### Awards, Apparel, and Prizes

- Trophies
- Logo-imprinted apparel for event participants (shirts, hats, gloves, scarves, etc.)
- Small treasures/prizes for kids (candy, toys)

### Site Services and Equipment

- Construction trailer
- Porta-potties
- Search lights
- Scaffolding
- Bobcat services
- Garbage pickup
- Recycling
- Shovels
- Flood lights
- Audio equipment
- Heating equipment
- Clothes dryer
- Microwave oven
- Tabletop pizza oven
- Mini-fridge

## Sponsorship Opportunities (continued)

### Sponsorship Benefits

#### Gold Sponsor – \$10,000

- Logo on 3' x 6' banners at Vulcan Snow Park
- Name on sponsor recognition banner at Vulcan Snow Park as a Gold Sponsor
- Logo on the Vulcan Snow Park website, linked to your website
- Official thank-you plaque
- 40 free Slide All Day wristbands (value: \$600)
- 1 table and 10 tickets to Vulcan Victory Dance (February 1, 7 pm)

#### Silver Sponsor – \$5,000

- Logo on 3' x 6' banners at Vulcan Snow Park
- Name on sponsor recognition banner at Vulcan Snow Park as a Silver Sponsor
- Logo on the Vulcan Snow Park website, linked to your website
- Official thank-you plaque
- 20 free Slide All Day wristbands (value: \$300)
- 1 table and 10 tickets to Vulcan Victory Dance (February 1, 7 pm)

#### Bronze Sponsor – \$1,000

- Logo on 3' x 6' banners at Vulcan Snow Park
- Name on sponsor recognition banner at Vulcan Snow Park as a Bronze Sponsor
- Logo on the Vulcan Snow Park website, linked to your website

#### Snow Sponsor – \$300

- Logo on 2' x 3' banners at Vulcan Snow Park
- Name on sponsor recognition signage as Snow Sponsor
- Name on the Vulcan Snow Park website, linked to your website

#### Snow Block Sponsor – \$500

- Logo on one Minnesota State Snow Sculpting Competition or Small-Block Snow Sculpting Contest sculpture sign (selected at random by Vulcan Snow Park planners)
- Name on sponsor recognition signage as Snow Block Sponsor
- Name on the Vulcan Snow Park website, linked to your website

# Vendor and Exhibiting Opportunities

All vendors receive visual recognition on site for the duration of Vulcan Snow Park (10 days in 2020) in addition to recognition on [mnsnowpark.com](https://mnsnowpark.com) from time of payment until at least one month after Vulcan Snow Park concludes for the year. Each vendor or exhibition opportunity can be custom built to maximize impact for your company.

**\$2,500**    **Vendor Display**    *10 available*

## Benefits

- 10' x 10' dedicated display space (additional space is negotiable)
- Exhibitor name listed on [mnsnowpark.com](https://mnsnowpark.com)

Vulcan Snow Park does not provide any display area equipment (e.g. tables, chairs, shelter, etc.).

## Exhibit Hours

9 am - 9 pm daily | January 24 to February 2, 2020

*Exhibitors are not required to staff their displays during all hours of Vulcan Snow Park.*

## Setup and Teardown Times

12 to 8 pm | January 23, 2020 – Exhibitor move-in  
9 to 10 pm | February 2, 2020 – Exhibitor move-out

Exhibits may not be set up prior to 12 pm on Thursday, January 23. All exhibit materials must be off site by no later than 10 pm on Sunday, February 2. (Exhibitors may remove their exhibits prior to February 2.) There will be no movement of vehicles during hours event is open.

## Deadlines

Exhibitor applications and payments are due by January 10, 2019, to take full advantage of all available benefits.

Exhibit reservations will be honored with a completed Exhibitor Agreement Form and payment.

## Rules and Regulations

All matters and questions not covered by the Rules and Regulations are subject to the decision of Vulcan Snow Park. The Rules and Regulations may be amended or supplemented at any time by Vulcan Snow Park and all such amendments or additions shall, upon reasonable notice, be as equally binding on all parties affected as the original Rules and Regulations.

## Internet & Electricity

WiFi is not available at the Minnesota State Fairgrounds. Please indicate your electrical needs at time of registration.

## Lodging

Exhibitors are responsible for securing their own lodging arrangements.

## Parking

Parking at the Minnesota State Fairgrounds is free. Exhibitors may park anywhere on the streets unless marked "no parking." (Street parking restrictions will vary by day.)

## Assignment of Space

Initial space assignments will be made on a first come, first served basis at the discretion of Vulcan Snow Park organizers. Vulcan Snow Park reserves the right to make appropriate changes in exhibitor locations as it deems necessary for the overall success of the event.

## Use of Space

The space contracted for is to be used solely for the exhibitor whose name appears on the Exhibitor Application, and it is agreed the exhibitor will not sublet nor assign any portion of same without written consent of Vulcan Snow Park.

All exhibits must remain within the confines of their own spaces. No exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, cause injury or affect the display of other exhibitors.

Storage space is not available for exhibit materials and/or show merchandise. At the conclusion of the setup operation, all related equipment, crates, and trash must be removed from the premises no later than the last day of the exhibit show period.

## Terms

All exhibitors must conform to the Exhibitor Rules and Regulations. Acceptance of an exhibitor application by Vulcan Snow Park constitutes a contract. A contract will be considered null and void if payment in full is not received by the published deadline. Exhibitor benefits begin upon receipt of payment.

## Exhibitor Opportunities – Rules and Regulations (continued)

### Hold Harmless

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on Vulcan Snow Park premises and will indemnify, defend, and hold harmless Vulcan Snow Park and its organizers, as well as their respective agents, servants, and employees, from any and all liability, responsibility, loss, damage, claim, cost or expense of any kind whatsoever (including attorney's fees) which any of them may incur, suffer, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission of the Exhibitor, its employees, agents, licensees or invitees. The Minnesota State Fairgrounds and Vulcan Snow Park shall not be responsible in any way for damage, loss or destruction of any property of the exhibitor or for any injury to the exhibitor, its agents, employees, licensees or invitees.

### Cancellation

*Cancellation by exhibitor:* In the event of a cancellation, notice must be received, in writing, 30 days prior to the event start date to receive a full refund minus a 10% cancellation fee. Cancellations made after that date, when the exhibit space cannot be resold, will be ineligible for a refund and Vulcan Snow Park will retain 100% of the exhibitor's contract obligation.

*Cancellation by event:* Should Vulcan Snow Park elect to cancel the exhibit, Vulcan Snow Park's liability to the exhibitor shall be the refund of any payments for booth space received. Vulcan Snow Park shall not be liable for any consequential damages which may arise from such cancellation. Should the exhibit be canceled due to circumstances beyond the control of Vulcan Snow Park, including but not limited to acts of God, acts of war, governmental emergency, labor strike or destruction of exhibit facility, Vulcan Snow Park shall return each exhibitor's space payment less a pro-rata share of costs and expenses incurred.

### Security and Insurance

The Minnesota State Fairgrounds are unsecured and patrolled regularly by police. Vulcan Snow Park and the Minnesota State Fairgrounds and their respective agents and employees shall not be responsible for the safety of the property of the exhibitor, its agents or employees, from theft, damage by fire, accident or any other cause. It shall be the exhibitor's responsibility to maintain such insurance against personal injury and property damage liability in such amount as the exhibitor deems appropriate.

### Installation and Dismantling

The exhibitor shall observe the published move-in and move-out times. Failure to remove an exhibit in the allowed time will afford Vulcan Snow Park the right to remove same to a warehouse, subject to the exhibitor's disposition, with all charges to follow at no liability to Vulcan Snow Park.

### Compliance

The exhibitor agrees to adhere to and be bound by all applicable fire, utility, and building codes and regulations; (2) any rules and regulations of the Minnesota State Fairgrounds; (3) the terms of all leases and agreements between Vulcan Snow Park and the Minnesota State Fairgrounds; (4) the Americans with Disabilities Act, to the extent required to make the exhibitor's exhibit accessible to persons with disabilities; and (5) the terms of all leases and agreements between Vulcan Snow Park and any party relating to the exhibit. The exhibitor shall not do or permit others to do anything in the Minnesota State Fairgrounds which would in any way increase the insurance premiums payable by Vulcan Snow Park or the Minnesota State Fairgrounds.

### Restrictions

Vulcan Snow Park reserves the right to restrict exhibits that may have been falsely entered, or may be deemed unsuitable, objectionable or detract from the general nature of Vulcan Snow Park.

Because of aggressive enforcement laws related to copyrighted music, Vulcan Snow Park must ask exhibitors either (1) not to play live or recorded music that is subject to licensing by BMI, ASCAP or any other organization authorized to license copyrighted music, or to obtain themselves, at their sole expense, the proper license from the copyright holder.

### Violations of Rules and Regulations

Violations of these Rules and Regulations will afford Vulcan Snow Park the right to prohibit the exhibitor from exhibiting at Vulcan Snow Park (in which case the exhibitor shall forfeit its booth payments) and/or prohibit the exhibitor from exhibiting at the following year's Vulcan Snow Park; provided, however, that the imposition of one or more of these remedies by Vulcan Snow Park shall not in any way limit available remedies provided in other provision of this contract or by law.