

Dear Glad Days Sponsors,

We are thrilled to share that this year marks the 25th Anniversary of our beloved Cologne Glad Days! Our Planning Committee has been hard at work for several months preparing what promises to be an unforgettable celebration for our community. We are excited to continue this tradition and make this milestone year our best yet.

Below is a snapshot of what we have planned for this year's celebration:

Thursday, July 23

Puzzle & Guzzle Event
Live Music
Cologne Market (Farmer's Market)

Friday, July 24

KidsFest with TONS of Free Family Fun
Free Hot Dog Dinner
Games
Food Vendors
Cash Bar
Live Music with Hollywood BLVD

Saturday, July 25

BBQ Contest with Public Sale
Trivia
Live Music
Bingo
Food Vendors
Kids Pedal Pull
Cribbage Tournament
Topsy Town Ball
And more!

Sunday, July 26

25th Anniversary Parade
Tractor Cruise
Live Music by the Larry Olson Band

Additional weekend attractions include free bounce houses, paintball, garage sales, and a BMX Big Air Show.

To help us celebrate our 25th Anniversary, we will be hosting a special parade on Sunday, July 26. We invite you to participate by entering a parade unit to showcase and advertise your business. This is a wonderful opportunity to gain visibility while supporting a cherished community tradition. You may also choose to participate as a Parade Sponsor to help make this milestone event a memorable success.

All events will take place at or around City Square Park. The Glad Days Committee continues to do amazing things for our community, and we are proud that this festival is entirely volunteer-organized. Every sponsorship dollar stays within the event and directly supports festival operations.

General sponsorship funds help cover a wide range of expenses, including security personnel, equipment rentals, start-up costs, prizes, foam for the foam party, banners, safety



equipment, and more. Your support allows us to keep most of our events free — or at minimal cost — so families throughout our community can participate and enjoy.

We are pleased to offer the following sponsorship levels:

Diamond – \$1,000+

Personalized banner on the main stage
Company/group logo on event shirts
Logo listed on the Sponsorship page of our website and Facebook page
Sponsor thank-you in local newspapers

Platinum – \$750

Banner on the main stage
Company/group logo on event shirts
Logo listed on website and Facebook Sponsorship page
Sponsor thank-you in local newspapers

Gold – \$500

Logo included on banner with other Gold sponsors
Logo on back of event shirts
Logo listed on website and Facebook Sponsorship page
Sponsor thank-you in local newspapers

Silver – \$250

Company/group listed on banner with other Silver sponsors
Listed on website and Facebook Sponsorship page
Sponsor thank-you in local newspapers

Bronze – \$100

Recognized on banner with other Bronze sponsors
Listed on website and Facebook page
Sponsor thank-you in local newspapers

NEW This Year: Band Sponsorship Opportunities

To continue offering free live music throughout the weekend, we are introducing band-specific sponsorships. Band sponsors will receive a VIP Package for their selected night, which includes:

Sponsor shout-outs from the band
A reserved table under the Glad Days tent
A banner displaying your company/group logo near the stage

Band sponsorships are available on a first-come, first-served basis, with opportunities ranging from \$1,000 to \$4,000.

Available bands include:

- Thursday Night – Becky Rae Dalton
- Friday Night – Hollywood BLVD
- Saturday Morning – Mitchell Hall
- Saturday Afternoon – Bill Litzau
- Saturday Night – Mitch Gordon & Unleaded
- Sunday Afternoon – Larry Olson Band

We sincerely hope you will consider sponsoring this phenomenal family event. Your generosity ensures that Glad Days remains accessible, welcoming, and enjoyable for everyone in our community.

If you are able to sponsor, please return the enclosed form along with your check payable to Cologne Glad Days. If you are unable to contribute this year, we kindly ask that you indicate your interest for future events on the form.

If you have any questions or would like additional information, please contact us at cologne.glad.days.mn@gmail.com.

Thank you for your continued support and for helping us make this 25th Anniversary celebration truly special.

Sincerely,

Cologne Glad Days Committee

Cologne Glad Days Sponsorship Form

We would truly appreciate it if you could complete this form and send it to us regardless of your interest in Glad Days Sponsorship. Please mark the appropriate line. Your support is appreciated at any level! Thank you in advance for your financial consideration, and please reach out to cologne.glad.days.mn@gmail.com if you have any questions about sponsoring!

Contact Information

Company Name: _____

Contact Name: _____

Phone Number: _____ Email: _____

Below is our intended Sponsorship Interest:
_____ Diamond Sponsorship for \$1000+
_____ Platinum Sponsorship for \$750
_____ Gold Sponsorship for \$500
_____ Silver Sponsorship for \$250
_____ Bronze Sponsorship for \$100
_____ Band Sponsorship: Please first email cologne.glad.days.mn@gmail.com to verify that the band you are looking to sponsor has not already been taken by another group. Name of Band that you are sponsoring: _____
_____ We cannot be a sponsor, but we are willing to donate \$_____

We are unable to sponsor at this time, but in the future please:

- _____ Remove us from your mailing list
- _____ This is not a good time, next year please contact me around _____
- _____ We cannot donate this year, but contact us again next year

Please mail the sponsorship form and check to:
Cologne Glad Days
PO Box 162
Cologne, MN 55322