



Connecting People.  
Celebrating Community.

**FRIDAY, SEPTEMBER 11, 2015 • Bayfront Festival Park**

**A locally sourced and focused, family festival to celebrate our community by:**

- Showcasing the many great organizations, artisans, and innovators in this region. See what others are creating and how they're helping our community.
- Offering live music on two stages plus interactive shows, workshops and activities for the whole family.
- **Redefining bullying.**
- Welcoming college students back to the Twin Ports and introducing them to our extraordinary community.
- Honoring our greatest lake, and our commitment to economic, environmental and social sustainability around its western tip. This is the place on the map where so many great things come together!
- Making it as accessible as possible for EVERYONE in the community.

**SUPPORT • It takes a community to build community.**

**How do sponsorship dollars benefit our community?**

★ The most rewarding aspect of the Bridge Festival is the response we receive from providing an accessible festival event to community members who are otherwise unable to attend ticketed Bayfront festivals. Some have never seen a concert at Bayfront and literally had tears of joy when offered a free ticket. Others are unable to attend a festival like this with their family due to cost, transportation logistics, or caretaker scheduling. **Sponsors provide accessibility to everyone.** This year, we plan to orchestrate an evening of events that is free for all students, ages 18 & under, as well as for those who can't afford a ticket. Here are some of the organizations we have worked with to spread awareness around the great things happening at the festival:

Memorial Blood Centers  
North Star Network  
Residential Services Inc.  
Stepping Stones for Living  
YWCA  
Rainbow Center  
Arc  
Duluth Regional Care Center  
KUMD  
Lutheran Social Services  
Amberwing

Human Development Center  
AAWD  
Second Harvest Northern Lakes  
Food Bank  
Duluth Head Start Program  
American Red Cross  
Pineapple Arts  
PAVSA  
Boys & Girls Club  
1 Roof Housing  
Community Action

Challenge Center  
CHOICE Unlimited  
Lake Superior Interfaith  
Community Church

**\*Are you involved with an organization that should be considered for free evening concert passes?**

Call Shane at 218-391-0447 or email [laugh@laughingstockdesign.com](mailto:laugh@laughingstockdesign.com)

**Laughingstock Design** (the festival production company) has also worked with and supported CHUM, LISC, United Way, March of Dimes, First Witness Child Advocacy Center, Positive Energy Outdoors, YMCA, Music Resource Center, Children's Hospital, Student Outdoor Educators (UMD), the Great Lakes Aquarium, Duluth Balloon Festival, American SIDS Institute, Mentor Duluth, Circle of Hope, Miller Dwan Foundation, St. Luke's Foundation, Grandma's Garden, and medical missions through Duluth Gospel Tabernacle.

**SUPPORT continued next page...**

**Other benefits to our community ~**

**Sponsors bring awareness to so many great, local organizations by keeping vendor costs at a minimum.** Here are some of the exhibitors who were able to spread the word about their cause last year:

- |                                     |                                    |
|-------------------------------------|------------------------------------|
| Duluth Community Garden             | Lake Superior Binational Forum     |
| YWCA of Duluth                      | Grandmother's Gathering            |
| Wildwoods Wildlife Rehabilitation   | for Gitchigaaming                  |
| Wild Cat Sanctuary                  | Earth Charter                      |
| Peace Love Haiti                    | Great Lakes Indian Fish & Wildlife |
| Lake Superior Railroad Museum       | Commission                         |
| Residential Services Inc.           | Friends of the Boundary Waters     |
| MPIRG at UMD                        | Wilderness                         |
| Men as Peacemakers                  | East Hillside Patch                |
| Lutheran Social Services            | Challenge Center                   |
| KUMD 103.3 FM                       | Pineapple Arts                     |
| Just For The Fun Of It Dances       | Northland SIDS Foundation          |
| Peace Run                           | YMCA Camp Miller                   |
| PAVSA                               | Sustainable Twin Ports             |
| Duluth Children's Museum            | Greensmyths Forging Community      |
| Spirit of the Lake Community School | Lake Superior Zoo                  |



**Help us  
redefine  
"Bullying" to  
change social  
perspective!**

**LOCAL FOOD • LOCAL ARTS • LOCAL BEER • LOCAL MUSIC • LOCAL PRODUCTION**

The Twin Ports Bridge Festival is a locally sourced event that keeps sponsor dollars right here in our community. The event's food vendors are from this region. Local artists and exhibitors spread throughout the park on festival day. Lake Superior Brewing provides the local refreshments. The main stage will see local acts come and go throughout the day. And it's all produced by local companies working together to celebrate each other. That's community.

★ **Sponsor for the kids!** From empowering music and stage acts that celebrate individuality and creativity to active zones like the climbing wall and bounce house. From educational exhibits and community heroes to hands-on learning demos and live animals. All FREE for kids, all evening, all thanks to community sponsors.

**2015 GOALS:**

**We're planning some exciting changes for this year!**

- Expand local support from colleges and free admission for college students to include UWS-Superior, LSC, WITC, and others (in addition to UMD & St. Scholastica).
- Redefine bullying to empower victims and help the "bully" with productive relationships for positive change.
- Teaming up with United Way to bring awareness to even more local organizations that improve our community, truly one of the biggest successes of the Twin Ports Bridge Festival.

**SPONSOR OPTIONS next page...**

**com·mu·ni·ty** > noun, often attributive

- 1** : a unified body of individuals: as
  - a : state, commonwealth
  - b : the people with common interests living in a particular area; broadly : the area itself
  - c : an interacting population of various kinds of individuals (as species) in a common place
  - d : a group of people with a common characteristic or interest living together within a larger society
  - e : a group linked by a common policy
  - f : a body of persons or nations having a common history or common social, economic, and political interests
  - g : a body of persons of common and especially professional interests scattered through a larger society
- 2** : society at large
- 3** a : joint ownership or participation
  - b : common character : likeness
  - c : social activity : fellowship
  - d : a social state or condition

## SPONSOR OPTIONS • More like ideas, as every sponsorship is unique

### Endorse our community with your company stamp ~

The Twin Ports Bridge Festival isn't just another concert or market event. It's an experience people walk away from with something gained. It's education, a sharper community consciousness, fun with the whole family. It's a pep rally for humanity. And it's good for the soul.

The more we work together, the more we truly make this a positive community. **Let us know how you want to get involved.** The Duluth Fire Dept. raised \$1,000 last year through an exhibitor space. KUMD collects donations in a truck at the main gate. Whole Foods Co-op helps us feed the bands. Sponsor an activity like the kids area or dunk tank. What you do is really up to you - and you would be surprised at what we can make work. We came up with the sponsor structure below, but we can certainly alter it and consider other ideas to make your company an important part of this community celebration. Thanks for considering!



Photo by Michael Franti & Spearhead

### ★ Celebrate your employees with a company picnic at the festival!

We have the venue, activities and entertainment for the whole family already set. And we can take care of the rest for you too, from a private tent and company ID to drink tickets and catering by the Duluth Grill.

*(First come, first serve for the prime spot on the lake next to the stage!)*

\*Includes major sponsorship, price dependent on number of people.

**AMBASSADOR: < \$100 ~** Name listed on web site and special thanks in the program. Door prize sponsors receive thanks and recognition from the stage when prizes are drawn.

**CONTRIBUTOR: \$500 ~** Small logo in primary promotions, logo/link on web site, 10x10 exhibit space.

**SUPPORTING SPONSOR: \$1,000 ~** Mid-level logo in primary promotions, logo/link on web page, exhibit space, opportunity to provide promotional items to attendees, banner at main entrance gate, 2.5 x 2.5 ad in program.

**MAJOR SPONSOR: \$2,500 ~** Company logo will receive second level of visibility (large) and recognition in primary promotions, logo/link on event web page, exhibit space up to 20x20, opportunity to provide promotional items to attendees, banners at main entrance and along right of stage, 5 x 2.5 ad in program.

### **PRESENTING SPONSOR: \$5,000**

Company logo will receive the highest visibility and recognition in promotions, logo/link on event web page, logo on event T-shirt, sponsor profile on event web page and social media pages, 20x20 exhibit space, banners at main entrance and along right of stage, opportunity to address audience from main stage during event, opportunity to provide promotional items to attendees at entrance, and naming rights for the tent stage or family tent with company decoration, or other possible activities/attractions, plus a 5 x 3.75 ad in program.

**TITLE SPONSOR: Thanks to Members Cooperative Credit Union, we are proud to have the MCCU Twin Ports Bridge Festival again in 2015!**

**COMMUNITY VIBE on next page...**

## COMMUNITY VIBE • We started with WHY ~



Whether it's our international, nationwide, state, local or even neighborhood community, the key to progress lies in respectful, productive relationships with others in that community.

So let's devote a day to celebrating each other, our diversity, and our togetherness to ensure a brighter future for all of us.

**For Progress.** This is the big reason. **We're all human.** We all have struggles in life. If we realize and bear in mind that we all started in the same place, and will eventually be in the same naked situation at the end, then we can more easily help each other through our struggles. We may also have a chance to put an end to bullying and stop discriminations toward others in our community, whether it's racism, mental illness, a disability, religion, poverty, age, or you name it. Respect and positive relationships are at the core of all these issues.

**To Support Positive Organizations.** And connect them to volunteers for even greater community results.

**For Our Government.** It's far more productive at every level with civility in relationships.

**For Economic Development.** It's also rooted in relationships and open-mindedness. And of course, businesses want to be located in positive, productive communities. We all do.

**To Get Out.** Spending time on our greatest lake in the "Best Outdoor Town" in the country never gets old.

**For Our Kids, Our Future.** Actions speak much louder than words. Let's set an example for them and offer a positive event with a great message for the whole family. Lets keep their minds wide open & imaginative.

**For Our Adults Too.** We want them to stick around and this is exactly the kind of events they want to be a part of. It's the kind of event we all want to be a part of.

**Because It's Accessible.** Everyone should be able to connect. Sponsors allow us to create a concert experience and festival for many people to attend who otherwise would not be able to.

**To Communicate.** Through music and direct presentation by incredible performers, speakers, and exhibitors.

**To Be Active.** This is one of the most beautiful areas of the world. Enjoy it. Celebrate it. Dance. Do some yoga.

**Because We Have Bayfront Festival Park.** It's a wonderful asset. Let's gather there and make it happy.

**For Sustainability.** Economic, environmental and social sustainability come much easier in a positive community that is willing to work together toward a common goal.

**Because Attitude is Everything.** Let the positive voices be louder than the negative!

**Because... Why Wouldn't We?** Why shouldn't we lead the way in positive change, showcase our region, our people, and how we like to celebrate these things?

**So many more...**

We'll just leave it all bundled into the tagline:

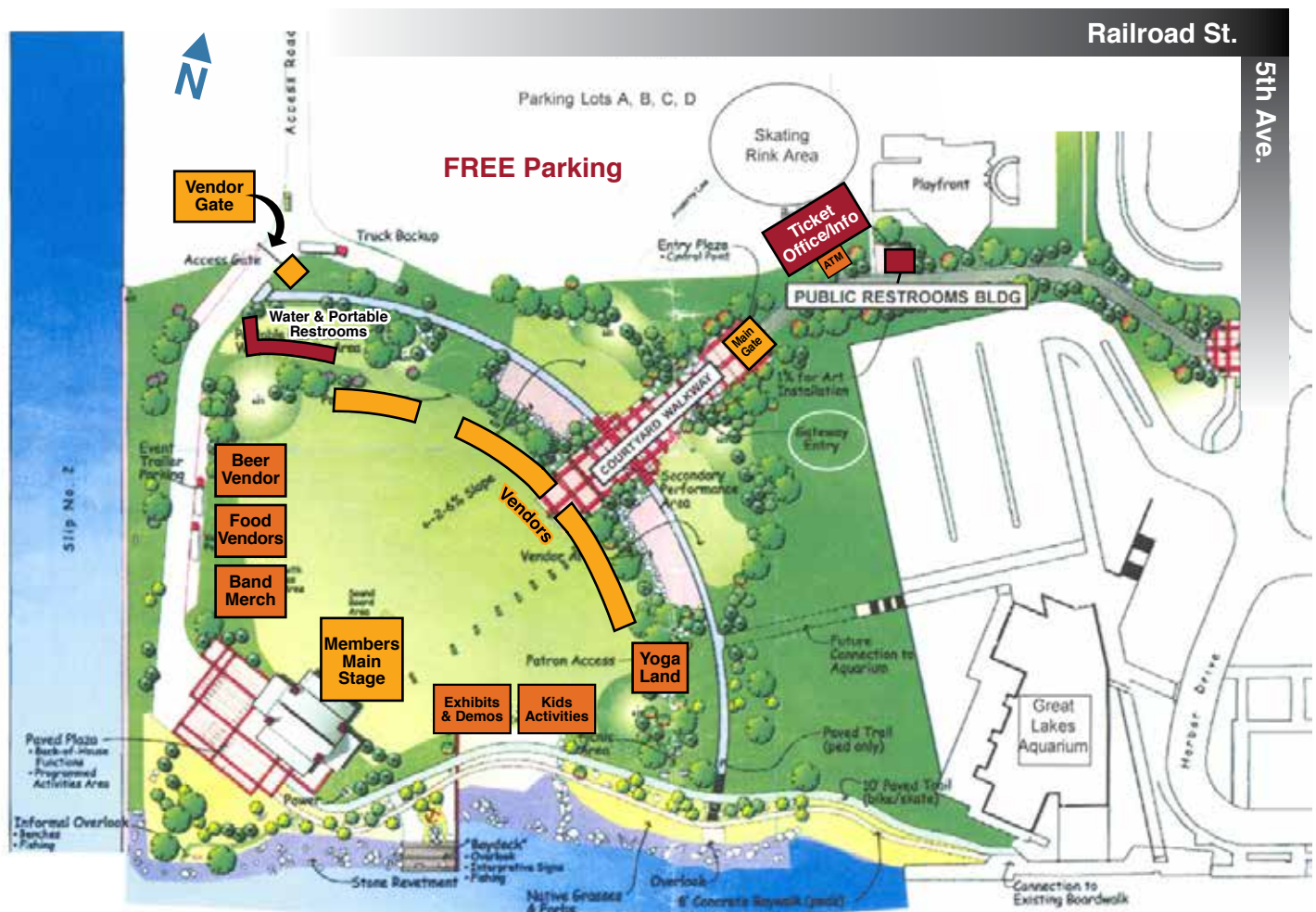
**Connecting People.  
Celebrating Community.**



# BAYFRONT FESTIVAL PARK EVENT LAYOUT



Connecting People. Celebrating Community.



## Contact Information

**Shane Bauer • Twin Ports Bridge Festival Director**

Direct: 218.391.0447 | Happy Space store: 218.461.2288

Email: [laugh@laughingstockdesign.com](mailto:laugh@laughingstockdesign.com)

**Thanks for being a positive force in our community!  
We hope to connect with you soon!**



CREATE for goodness sake.