



## Sponsorship Prospectus

Shoot for the Moon  
March 9, 2019  
Bloomington, MN

Event Details: [marymoonfoundation.org](http://marymoonfoundation.org)  
Facebook Page: [facebook.com/marymoonfoundation](https://facebook.com/marymoonfoundation)



Peter and Christine O’Keefe founded Mary Moon Foundation in memory of their daughter, Mary Jacqueline O’Keefe, nicknamed “Moon.” Mary loved participating in arts and crafts, games and other activities while she spent a large portion of her final year in the hospital fighting neuroblastoma. The Foundation provides hospitals and children’s hospice the resources to help children enjoy life as much as every child should. Currently, we support the University of Minnesota Children’s Hospital, Crescent Cove Hospice & Respite Care for Kids and other organizations servicing the needs of hospitalized children fighting critical diseases or in a children’s hospice program. Through our support those organizations can assist children and families with additional comfort and help filling their short lives with as much joy as possible and help to supply a variety of items to keep hospitalized children at ease and mentally growing during their time of treatment. Our support typically provides items such as arts and craft supplies, toys, games, movies, and other entertainment and educational items.

### Foundation & Event Details:

- Shoot for the Moon is an annual, family-friendly event for all ages.
- It is the 8<sup>th</sup> annual event for the foundation.
- The event includes rides in the amusement park at Nickelodeon Universe inside the Mall of America. Every ticket purchase includes an unlimited ride wristband and event attendees have private access to the park from 8-10AM.
- Plus kid-friendly activities, merchandise, and a silent and online auction.
- The event offers the opportunity to share Mary’s story of fighting cancer, to communicate awareness of the struggles children and their families endure during hospitalization and generates revenue for our foundation to support our cause.
- Last year we raised over \$25,000
- Proceeds raised are from registrations, merchandise sales, and the silent and online auctions. They are distributed to the beneficiaries of the foundation.
- Expected attendance is 800-1,000

### Marketing Communications:

- Pre-event:
  - Press release
  - Email blasts & newsletter coverage
  - Venue banners
  - Social media
  - MMF website
  - Flyers (circulation 6,000)
  - Local news coverage, possible interview
- Attendance is expected to be between 1,000-1,200 people. Additionally, anyone who goes to the Mall of America, Nickelodeon Universe the day of the event will see the promotions.
- Event and post-event marketing:
  - Local news coverage at event
  - Thank you email post-event



## Sponsorship Packages:

We are seeking sponsorships to help offset the costs of the event so that a majority of the money raised goes towards funding our mission. Sponsorship provides an easy way to promote your company's brand, message and services. Please contact Peter O'Keefe with any questions; [peterpokeefe@outlook.com](mailto:peterpokeefe@outlook.com) or 952-484-3040.

### Full Moon Event Sponsor

\$3,000 Investment (Only 1)

This sponsor will be promoted wherever and whenever the event is promoted.

- Prominent logo placement on Mary Moon website event page
- Prominent logo placement Mary Moon Facebook event page
- Hyperlinks from website logo and Facebook page to sponsor website
- Promoted in all e-newsletters (up to 7)
- Inclusion in presentation slideshow running throughout event
- Company name/logo included on all promo materials including event banner
- 6 unlimited ride Nickelodeon Universe wristbands

### Half Moon Bags Sponsor

\$2,000 Investment (1 total)

Sponsorship for giveaway bags given out at all 2019 Mary Moon fundraising events

- Logo placement on Mary Moon website event page
- Logo placement Mary Moon Facebook event page
- Hyperlinks from website logo and Facebook page to sponsor website
- Mention in two newsletters
- Inclusion in presentation slideshow running throughout event
- Logo printed on all bags
- 4 unlimited ride event wristbands

\*Newsletter references subject to change based on date of sponsorship agreement and available remaining newsletters

### Crescent Moon Raffle Sponsor

\$1,000 Investment (1 total)

- Logo placement on Mary Moon website event page
- Logo placement Mary Moon Facebook event page
- Hyperlinks from website logo and Facebook page to sponsor website
- Lots of raffle promotions leading up to event on social media
- Inclusion in presentation slideshow running throughout event
- Event signage at raffle table
- 2 unlimited ride event wristbands

### Eclipse Beverage Station Sponsor

\$1,000 Investment (1 total)

- Logo placement on Mary Moon website event page
- Logo placement Mary Moon Facebook event page
- Hyperlinks from website logo and Facebook page to sponsor website
- Mention in two newsletters
- Inclusion in presentation slideshow running throughout event
- Event signage at beverage station
- 2 unlimited ride event wristbands

### Booth Sponsorships

\$500 Investment (3 total)

- Logo placement on Mary Moon website event page
- Logo placement Mary Moon Facebook event page
- Hyperlinks from website logo and Facebook page to sponsor website
- Mention in 1 newsletter
- 1 designated table at event where you can promote your business and/or sell merchandise



## Contract for Sponsorship

Mary Moon Foundation Shoot for the Moon, March 9, 2019

Please sign, scan and email your completed contract to: [peterpokeefe@outlook.com](mailto:peterpokeefe@outlook.com)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please select your sponsorship selection(s):**

Other: \_\_\_\_\_

**Payment / Billing Information:**

\_\_\_\_\_ I will pay by check (make checks payable to Mary Moon Foundation)

\_\_\_\_\_ I will pay with credit card by making a donation on the Mary Moon Website in the amount owed

\_\_\_\_\_ I will pay with credit card in person

**Agreement (please initial):** \_\_\_\_\_ Yes, I agree to the terms and conditions of this agreement. I represent that I have full power and authority to enter into this event sponsorship and authorize the Mary Moon Foundation to include our organization's name, logo, and representation where it is applicable according to our sponsorship level as describe by this agreement.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Terms and Conditions**

The performance of this agreement by either party is subject to acts of God, war, government regulation, disaster, strikes, civil disorders, curtailment of transportation facilities, or other emergencies making it inadvisable, illegal or impossible to provide facilities or to hold the event. Sponsorship is not confirmed until payment is received. Sponsors must provide a high-res file of the company logo for promotion.

In the event a sponsor notifies the Mary Moon Foundation of its intent to cancel this Agreement after acceptance prior to January 1, 2019, the Mary Moon Foundation shall be entitled to retain fifty percent (50%) of the full application fee as liquidated damages and not as a penalty. If Sponsor provides such notice on or after February 1, 2019, the Mary Moon Foundation shall be entitled to retain one hundred percent (100%) of the application fee as liquidated damages and not as a penalty.