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Publishing deadline is May 10, 2010.
Make your check payable to New
Sweden Historical Society.
Midsommar is June 18, 19 and 20, 2010.



Dear potential sponsor,

We are asking for your help in growing the *Midsommar Swedish Festival* in central Aroostook.

Sponsorships are now available to your business, corporate, or community organization. Several sponsorship levels match your marketing goals.

In addition to prominent co-branding, your organization will get ad space to communicate its message to our local and out-of-town audience. See the enclosed table to see all benefits of sponsorship.

This year, the printed booklet carrying your ad expands from 2000 to 6000 copies and is distributed through the Aroostook Republican newspaper. Your logo and/or ad will be featured on the new www.MaineSwedishColony.info web site until next spring. This site is targeted at visitors and is rich in content. We are now getting over 800 web visitors a week.

We have gathered several new activities events under our promotional umbrella and hope to add more activities in all areas associated with Swedish settlers: New Sweden, Stockholm, Connor, Westmanland, Woodland, Caribou, Madawaska Lake, and Perham.

Your sponsorship will go towards *Midsommar* programming and year-round preservation of local history and culture. One of our new projects is the restoration of the historic Clase-Magnusson house just down from the museum in New Sweden.

This year is the 140th anniversary of the founding of the Maine Swedish Colony. *Midsommar* is a celebration of Aroostook's Swedish heritage and the start of our short but sweet summer. We believe *Midsommar* will continue to attract more and more cultural tourism to our community.

Please consider giving your support.
Thank you,

Debbie Eustis-Grandy, chair of the *Midsommar* committee



Sponsorships available for Midsommar Swedish Festival 2010

	Sponsorship Levels					For an additional \$100, sponsors may designate a specific activity to fund				
	Platina	Guld	Silver	Brons	Koppar	Shuttle bus	Dance Music & Instruction	Little Dancers	Special Music	Sunday Program
Dollar amount	\$500	\$250	\$150	\$75	\$30	+\$100 minimum				
Funding target						\$200	\$2000	\$300	\$600	\$300
Number of slots available	6	10								
Sponsor Benefits										
Sponsor recognition in Printed Schedule Booklet (6300 copies) insert planned for Aroostook Republican										
Sponsor logo on cover	•					Recognition of activity sponsorship whenever possible				
Location of ad, first-come, first-served	Back or inside covers	Run of booklet at our discretion								
Size of ad in Schedule booklet	Full page	1/2 page	1/4 page	Bus. card	Bus. card					
Color available	Full color	Black ink								
Sponsor recognition adjacent to event on schedule						•	•	•	•	•
Sponsor recognition on www.MaineSwedishColony.info web site until spring 2011 (about 800 visitors per week)										
Sponsor logo on MaineSwedishColony.info website, all pages (triple Platinum, \$1500)	•••									
Sponsor logo on MaineSwedishColony.info homepage (double Platinum, \$1000)	••									
Sponsor logo on all Midsommar pages	•									
Sponsor logo on Midsommar homepage	•	•								
Sponsor listed on Midsommar homepage			•	•						
Link to sponsor's web site	•	•	•	•						
Sponsor's ad web page	•	•	•	Group	Group					
Sponsor recognition adjacent to event on web schedule						•	•	•	•	•
Sponsors named in official emails	•									
Sponsor recognition On-site (historical society activities)										
Sponsor logo on group banner (displayed until next year)	•	•								
Sponsor listed by name on banner			•	•	•					
Sponsorship announcement at event	all events					•	•	•	•	•
Sponsor banner displayed at event						•	•			
Sponsor recognition, other										
Swedish Flag	•	•								
Smorgasbord tickets	4	2								
Exclusive rights to future sponsorship	•	•								
Certificate for display	framed	•	•	•	•					
Swag bag: T-shirts, mugs, Sticker, etc.	•	•	•	•	•					
Use Midsommar logo until next year	•	•	•	•	•					

