

LANGENBURG PRESENTS:

Laff 'n' Linger

DAYS

JULY 31 - AUG 2 . 2020

40 YEARS OF CELEBRATION!



**SPONSORSHIP
PROPOSAL**

LAFF 'N' LINGER COMMITTEE

306.743.7197

Box 159 Langenburg, SK S0A 2A0

recreation@langenburg.ca

WELCOME

DEAR BUSINESS OWNER,

The 2020 Laff 'n' Linger Committee wants to thank you for allowing us to present a unique advertising opportunity to help with the success of our Laff 'n' Linger event. Not only will we provide residents and visitors with a fun social event but at the same time help make a difference for the community!

We are excited to present our plans for Laff 'n' Linger Days to be held on July 31-August 02, 2020 at the Langenburg Centennial Park. With the help of your valued contribution we are aiming to raise **\$50,000.00** to go towards the NEW outdoor swimming pool. Meeting this goal is vitally important! We are in the home stretch with only **1/3** of the funds left to raise in order to break ground in August 2020 and have an operating pool for July 2021!

In the following pages are detailed lists and explanations of what we are asking in sponsorship, what you will get in return as well as a schedule of events. Please take the time to read through these and if you have any questions do not hesitate to contact the Laff 'n' Linger Committee.

LAFF 'N' LINGER COMMITTEE

Juli Mitschke & Kim Wondrasek - Co-Chair
Kalee Miller & Kathy Adams - Food Committee
Katie Aplan & Brooke Barker - Entertainment Committee
Laura Fuhr & Lions Club - Day Time Activity Committee
Kim Wondrasek & Alicia Yont - Bar Committee
Kim Aplan - Parade Committee
Mandi Kobylko - Facilities Committee
Chantel Keough - Logistics Committee
Meghan Weiss, Lina Petkeviciene & Juli Mitschke - Marketing Committee

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HISTORY

Based on records we can find, Laff 'n' Linger dates back to 1980 making this year 40 years since it originated! It started as an idea to bring community together for an annual event. Many of the Laff 'n' Linger traditions are still happening today including Belgian bowling tournaments, parades, fireworks, live music and delicious food. Some of the ever so popular events such as throne & gopher races have evolved over the years to meet modern day trends but one thing is for certain, people look forward to this social event! It is very well known and brings 1000 + visitors to the park and community.

Laff 'n' Linger has become a huge fundraising opportunity for our passionate volunteer groups. As we pass the "throne" off to the Swimming Pool Committee we want to ensure they have an amazing turnout and a lot of hype to push them through in reaching their goals for the New Pool Project!



EVENT PROGRAM

FRIDAY

5:00 PM Park & Beer Gardens
Open

6:00 PM Belgian Bowling &
Volleyball tournaments begin

6:45 PM Celebrity Bull Ride Event

7:00 PM "Blu Beach Band" Concert

9:00 PM Cabaret with "Stuck on
Red" (19+)

SATURDAY

9:00 AM Pancake Breakfast

11:00 AM Parade

1:00 PM Park & Beer Gardens Open

-All day time activities begin

***Detailed schedule to be released in
spring***

4:45 PM Silent Auction winners
announced

5:00 PM Pitchfork Fondue Supper

8:00 PM Swimming Pool Party

DUSK Fireworks

12:00 AM Park Closes

SUNDAY

10:00 AM Church Service

10:00 AM Slopitch Tournament

**3 ACTION
PACKED DAYS**

**200+
volunteers**

**20+ CAR SHOW
PARTICIPANTS**

**5 SPORTS
TOURNAMENTS**

**60+ PARADE
FLOATS**

FIREWORKS!

**VISITORS
FROM ACROSS
CANADA**

LIVE MUSIC

**1000+
ATTENDEES**

POOL PARTY

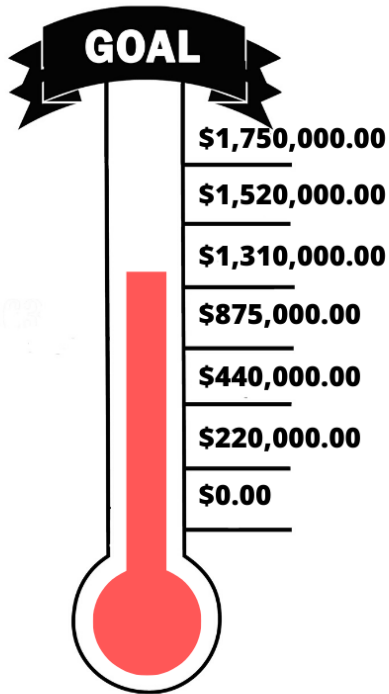
**LOTS OF
FOOD &
DRINK**

**TONS OF KIDS
ACTIVITIES**



Laff 'n' Linger 2020

Goes towards the NEW POOL



Our goal for this event:
RAISE - \$50,000.00

Cost to run event:
\$26,000.00

WITH ALL GOOD THINGS COMES A PRICE. WE WANT TO MAKE SURE OUR GUESTS HAVE A MEMORABLE TIME! THE MORE REVENUE WE CAN GENERATE PRIOR TO THE EVENT THE MORE DOLLARS WE CAN DONATE TO THE NEW POOL PROJECT! HELP US OUT! **100%** OF FUNDS RAISED WILL STAY IN OUR COMMUNITY!

BE A PART OF A LEGACY!
HELP US PUT ON THE BEST
LAFF'N'LINGER YET!

SPONSORSHIP PACKAGES

RSVP
BY MAR 31st

PLATINUM

\$5000+

What you get:

- 4 continuous months of advertising leading up to the event (digital & print);
- Name listed on our **Platinum Donor** sign located at the front entrance to the event;
- Receive a business feature on how your business gives back on the Town of Langenburg's Social Media accounts (the post could reach 4000+ people in all the area);
- A sign at location of the event on one of the key advertising spots* contact the Laff 'n' Linger committee for details;
- All printed material will state Laff 'n' Linger 2020 brought to you by "Your Business name";
- Business name listed on the NEW pool's permanent **Donor Wall!**
- 2 free passes for the entire weekend!

GOLD

\$1000+

What you get:

- 4 continuous months of advertising leading up to the event (digital & print);
- Name listed on our **Gold Donor** sign located at the front entrance to the event;
- Receive a business feature on how your business gives back on the Town of Langenburg Social Media accounts (the post could reach 4000+ people in all the area);
- A sign at location of the event on one of the key advertising spots*contact Laff 'n' Linger committee for details;
- 2 Pitchfork Fondue meal vouchers

SILVER

\$500+

What you get:

- 4 continuous months of advertising leading up to the event (digital & print);
- Name listed on our **Silver Donor** sign located at the front entrance to the event;
- Receive a business feature on how your business gives back on the Town of Langenburg Social Media accounts (the post could reach 4000+ people in all the area).
- 2 free tickets to the Cabaret

BRONZE

\$100+

What you get:

- 4 continuous months of your logo/name advertising leading up to the event (digital & print);
- Name listed on our **Bronze Donor** sign located at the front entrance to the event.
- A free pancake breakfast

SILENT AUCTION and IN-KIND DONATIONS Welcome!

They will be categorized in the above packages based on dollar value of item donated.

Please contact the Laff "n" Linger Committee to discuss details.

All contributions must be committed no later than March 31st, 2020 to guarantee all above package perks.

Advertising key spots will be a first come first serve basis CONTACT TODAY

ACCEPTANCE FORM

Business Name: _____ Contact Person: _____

Phone: _____ Email: _____

Mailing Address: _____

Signature: _____

Please check which sponsorship package you will contribute to:

☐

PLATINUM

☐

SILVER

☐

GOLD

☐

BRONZE

☐

SILENT AUCTION ITEM

☐

IN-KIND DONATION

If your advertising name will be different than shown above, place here:

☐

Check this box, if you require a charity tax receipt. Indicate who it should be made out to, as well as a mailing address if different then above.

Sealing the Deal

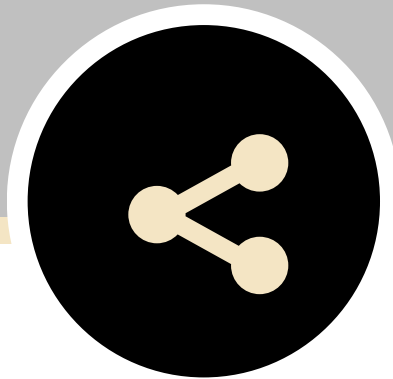
- To accept the offer the sponsor must:
 - Complete and sign the "Acceptance Form"
- Submit payment by cheque (payable to "LCDB") or e-transfer
(langenburg.development@gmail.com) *If you require a tax receipt please make your cheque out to "Town of Langenburg"*
- Return the form:
 - Directly to the Rec Office, 102 Carl Ave. W, Langenburg, attn.: Juli Mitschke;
 - By scanning the completed form and sending to recreation@langenburg.ca;
 - By enclosing in an envelope and sending by post to Box 159, Langenburg, SK S0A 2A0.
- All advertising opportunities will use your logo. Please submit logo graphics in a PNG or JPEG format to recreation@langenburg.ca

WHY BECOME A LAFF 'N' LINGER SPONSOR?



RIPPLE EFFECT

When people see our local business people investing in community projects it makes everyone care more and help more. This is a powerful way to keep community spirit alive and continue to have successes. What we do now will establish a positive future.



MEDIA MENTION

The Laff 'n' Linger Committee is eager to work together with businesses to grow community support. All media coverage (social, print etc.) will include our sponsors. We are also willing to collaborate on additional initiatives.



AWARENESS

By creating and sustaining a positive reputation in the community of Langenburg, people will recognize and start "feeling good" about supporting your brand. Your brand will be placed in the eyes of families and other active and on-the-go demographics with disposable income months before and during the 3 day event.

BRAND AWARENESS

Local Partnerships are a great brand building strategy! Partnering and/or sponsoring local initiatives, projects and donating will increase brand awareness. **Let Laff 'n' Linger 2020 help build your brand and grow your business, while supporting a worthwhile community endeavor!**



FUNDS RAISED WILL BE INVESTED BACK INTO THE COMMUNITY OF LANGENBURG

Every dollar raised will go into The New Pool Project. Providing Langenburg and area residents a lasting opportunity for meaningful, accessible, and fun recreation experiences!