

Rondo

1360 University Avenue #140, Saint Paul, MN 55104



Avenue Inc.

Hotline: 651.459.1078 www.rondodays.com

RONDO DAYS FESTIVAL

RE-FRAMING RONDO SPONSORSHIP INFORMATION

Dear Corporate Friends:

On behalf of the Board of Directors of Rondo Avenue Inc., We would like to again extend an invitation to you, to join us as we celebrate the 27th Anniversary of the Rondo Days Parade/Festival and Drill Team Competition on Saturday, July 17, 2010. This year's theme for this 27th Anniversary is:

RONDO: HEALTHY LIFESTYLE 365 *Bike, Walk, Run, Roll, Recycle*

This year's theme focuses on the community as a whole. We are RE-FRAMING how we as a community think about our beloved Rondo Community. Each year when we talk about the Rondo community, images of a lost, broken and devastated community appear in the news, are discussed on the radio, and re-appear in our hearts and minds. Well it's time to **CELEBRATE** our community and the Rondo Lifestyle. The RONDO HEALTHY LIFESTYLE is something we live everyday. It is strong and vibrant. It celebrates the diversity and strengths of its people, and continues to educate it's people on making healthy lifestyle choices for its physical, mental, social and spiritual well being.

Once again we will continue to strive towards our 2011 Waste Free goal, but we have also added a compliment of activities that are focused on healthy lifestyle education. This includes the Rondo Bike Ride with the Major Taylor Bike Club, our 5K Walk and Run, the St. Paul Tennis Association has joined us with Tennis Tips for the Beginner to the Novice; and the Army National Guard is providing our Rock Climbing Wall.

In order for our 2010 27th Anniversary Rondo Days Parade & Festival to be a success, we need your assistance through your sponsorship. While we are aware that the economy has dealt everyone a blow that can be difficult to recover from, we are hoping that you will still consider a sponsorship donation. Every dollar counts. YOUR sponsorship ensures that all festival development efforts and activities will be successful and each sponsor will be recognized as a key community supporter.

We are currently offering two levels of sponsorship each designed to maximize your advertising dollars. Our Signature Events and Lifestyle Event packages were designed for everyone whether you are a business, church or non-profit organization. Attached you will find detailed information on our Sponsorship booklet describing the many ways you can assist us in providing a quality family fun event.

If you have any questions, would like a formal presentation, or are ready to join the "Rondo: Healthy Lifestyle Generation", please feel free to contact DonEsther Miller, Board Chair at 651-231-3377 or by email at donestherm@hotmail.com with any questions.

Sincerely,

DonEsther Miller

RONDO AVENUE INC.

The Rondo Mission:

Rondo Avenue Inc is dedicated to preserving, conserving and accurately interpreting the contributions of African Americans in and around the Rondo Community.

The Rondo Vision:

Rondo Avenue Inc. is to celebrate the rich history and contributions of the African Americans community to the City of Saint Paul; and to reconnect and transmit the “Rondo Culture, Values and Lifestyle”: to our future generations.

Rondo Avenue Inc. History and the Rondo Days Festival

In 1982, Marvin “Roger” Anderson and Floyd Smaller came up with an idea to bring back a sense of community, stability, and neighborhood values of the old Rondo community. It was their intent to create an organization dedicated to sharing the contributions of African Americans and the rich cultural history of the Rondo community to the City of Saint Paul, and the great State of Minnesota; and to bring people together to celebrate the positive growth and diversity of our beloved Rondo community

It was their hard work and dedication to the memory of the Rondo community that resulted in the formation of the “Rondo Avenue Inc.” organization and the Rondo Days Festival. **The Rondo Days Festival is the largest African-American celebration throughout the great State of Minnesota.** It celebrates the best and brightest of Minnesota’s African-American stories, achievements and culture. It reunites a dispersed people, welcomes new neighbors and encourages everyone to be mindful of the extent to which neighborhoods nourish our souls.

Today, Rondo Avenue Inc. is a community based 501(c) 3 organization that sponsors a number of community events and workshops. Rondo Avenue, Inc. seeks to preserve its rich heritage for future generations while it rebuilds and strengthens its present community relationships and educates its youth on the history of our community.

The Rondo Avenue Inc. Board of Directors is made up of a dedicated group of individuals that volunteer their time, energy and talents to the future development of the Rondo Avenue Inc, organization, the Rondo Days Festival, and to community programs and services that embrace, promote and celebrate the Rondo legacy as a whole.

FESTIVAL DEMOGRAPHICS:

It is estimated that 35,000 – 75,000 people attend the various Rondo Days Events and Festival each year. Over the past three years RAI has utilized several marketing strategies that have increased the number of attendee’s to this Historical event, with a primary focus and dedication to **Good Customer Service** for our sponsors, vendors, entertainers and guests of the Festival. Listed below are demographic information for the 2008 – 2006 Festivals.

2009- 2008 Festival Attendee Information

Event	2009	2008	2007	2006
Senior Dinner	279	425	354	236
Grande Parade	7,750(95 entree’s)	7,600(95 entree’s)	7,300 (93 entree’s)	5000
5K Walk & Run	4,720 (84 runners)	4,900 (71 participants)	7,300 (53 participants)	5000
Festival	71,250	69,000	59,000	42,000
Drill, Dance & Step Exhibition	1980	2,700	3,200	2,100
Golf Tournament	72	85		
Business Networking Luncheon	121	75		
Founder’s Ball		225		
Gospel Explosion Concert	329			

2007 – 2008 Festival Age & Ethnicity Information

Ethnicity:	2009	2008	2007		Age:	2009	2008	2007
African American		87.6%	78.6%		Children (under 5):		2.0%	2.0%
Caucasian		7.4%	9.4%		Children (5-14):		19.0%	18.0%
Hispanic/Latino		2.5%	4.5%		Youth (15-19):		16.0%	19.0%
Asian		1.0%	3.5%		Young Adult (20-25):		17.5%	20.0%
Other		1.5%	3.0%		Adults (26-64):		27.5%	23.0%
					Senior Citizens (65+):		18.0%	18.0%

RONDO DAYS FESTIVAL SPONSORS

The Rondo Days Festival would not happen with out the generosity of our many sponsors. Thank You for your support over the years, without you the Rondo Days Festival couldn't happen.

2009 Sponsors of the Year

High School for Recording Arts -
KMOJ Radio Station
KFAI Radio Station

2005 - 2008 Rondo Days Festival Sponsors (alphabetically)

African News	Anchor Bank	Associated Bank
Aurora St. Anthony Development Corporation	Best Buy	Blue Cross Blue Shield
Bouquets By Carolyn	Cap-City Partnership	Central High School Concert
City of Saint Paul City Council	Councilmember Melvin Carter III – Ward I	
City of St. Paul Parks and Recreation	City of St. Paul Office of Economic Development	
City of St. Paul Police Department	City of St. Paul Fire Department	
Clear Channel	Comcast	Concordia University
Culligan	Culture Brokers	Ecolab
First Fridays	First Image	Insight News
Inner Cities Athletic Association	KFAI	KMOJ
M.A.R.C.H.	Medtronic	Minnesota Lynx
Minnesota Pollution Control Agency	MPAAT	Mt. Olivet Baptist Church
Open Cities Health Center	Pioneer Press	Quit Plan
Qwest	Ramsey County Sheriff Department	
St. Paul Black Interdenominational Ministerial Alliance		St. Paul College
St. Paul Pioneer Press	Selby Area CDC	Selby Wines & Spirits
SPNN	Spokesman-Recorder Newspaper	Summit-U Planning Council
Target	Travelers	UCARE
US Bank	Wells Fargo	Western Bank
Xcel Energy	McDonald's	

If there are any Sponsor's that we have not recognized, we ask that you please forgive us. Your dedication to this wonderful event is as appreciated as everyone else's.

SIGNATURE EVENTS

The Rondo Days Signature Events are the Annual events that have taken place over the past 27 year history of the Rondo Days Festival and Celebration. They include The Annual Senior Recognition Dinner, the Grande Parade, The Rondo Days Festival, and the Drill and Dance Exhibition (formerly known as the Drill Team Competition. These Events celebrate the historic Rondo Community in Grand style and demonstrate the vitality of the African-American community across the great City of St. Paul, Minnesota.



SENIOR RECOGNITION DINNER

Sponsorship Levels:

General: \$1,500.00 – \$3,000.00

Overall Event: \$5,000.00

Rondo Avenue Inc. is honored each year to provide a very special dinner in which we are able to celebrate the many contributions of our elders to the beloved Rondo community. This wonderful gathering provides our elders with an opportunity to share their wisdom and life experiences with the children and young adults of our community. As a tribute to our elders this celebration is provided to them at no cost. All seniors are invited to attend. In addition to the dinner, the Rondo Avenue Inc., Board of director's also selects one individual whose contributions to the Rondo community exemplifies the values and meaning of Rondo.



GRANDE PARADE

Sponsorship Levels:

General: \$1,500.00 – \$4,000.00

Overall Event: \$7,000.00

The Rondo Days Celebration would not be complete without the biggest, longest, most glamorous parade possible. The Annual Rondo Days Grand Parade, brings back the glitz and glamour of the old days.

Families that resided in the historic Rondo community, plan their family reunions and come back to participate in the parade. Businesses, churches, youth groups, drill teams, politicians, and families come from near and far showing off their floats, banners, signs and balloons all showing their pride for the Rondo Community. Like our Drill Team Competition the Parade is featured on SPNN throughout the year.



DRILL, STEP & DANCE EXHIBITION

Sponsorship Levels:

General: \$1,500.00 – \$4,000.00

Overall Event: \$7,000.00

The Rondo Days Drill, Dance & Step Exhibition has become one of the major highlights of the Rondo Days Festival. It has grown over the years expanding its reach across the country. Drill, Step and Drum line teams, along with Precision Dance Teams, come from as far away California, Oklahoma, Iowa and Baltimore come to compete for the coveted 1st place trophy. Each year the judges are challenged to determine the best of the best in street performances.



BUSINESS NETWORKING LUNCHEON

Sponsorship Levels:

General: \$1,000.00 – \$4,500.00

Overall Event: \$8,000.00

In 2007-2008 African-Americans spent/purchased over 70 million dollars on goods and services throughout the City of St. Paul. While this contributes to the economic health and well being of the great City of St. Paul, African-American businesses, investment clubs, churches, and organizations began to analyze where those dollars were being spent.

In response to those and many more questions, Rondo Avenue Inc. hosted its 1st Annual Business Networking Luncheon, In June 2008. Over sixty (60) African-American businesses, organizations, churches and Government Representatives, gathered together to discuss the history and future of Black Business in St. Paul, current business and investment opportunities; the future of Light Rail, and other topics affecting small businesses throughout the community.



THE GREAT RONDO ENTERTAINMENT STAGE

Sponsorship Levels

General: \$1,000.00 – \$4,000.00

Overall Event: \$5,000.00

The entertainment stage at the Rondo Days Festival has always the best in local and national entertainment. Previous entertainers that have given their time and talent as a service to the legacy of Rondo and the great history that Rondo represents have included Sounds of Blackness, Excelsior Choral Ensemble, Moore by Four, James Greer and Company, the Steele's and the list goes on.

The Rondo Entertainment Stage features youth and adult entertainers from venues such as jazz, praise dancing, R&B, and even a little Rap. Local artists have come to the stage hoping for their luck break. There is always something for everyone and every age group on the Rondo Entertainment Stage.

LIFESTYLE EVENTS

Rondo is more than just a community to be remembered, it is a lifestyle, a set of values, a culture; a way of life; a LIFESTYLE... The Rondo Days Life Style Events celebrates the values, health, culture, diversity, and life blood that turns this celebration from a tragic event to remember to an event that celebrates the ancestry, heritage, determination, and the future of our beloved "Rondo" community for generations to come. Join us and become part of the

Rondo Healthy Lifestyle Generation.



5K WALK & RUN:

Sponsorship Levels:

General: \$1,500.00 – \$4,000.00

Overall Event: \$6,000.00

Health and Wellness have become an important part of preserving not only our physical health but the health of our communities. In efforts to encourage a healthy life style Rondo Avenue Inc, has partnered with the Inner Cities Athletic Association Summer Youth Track Team to host the Annual Rondo Days 5K Walk and Run.

The 5K Walk and Run route runs throughout the historic Rondo community. All age groups are welcome to participate. Participants will receive a Rondo/Inner City Athletics T-Shirt. And as a contribution to the community, we ask all runners to bring a non perishable food item, to be donated to local community food shelves.



RONDO MAJOR TAYLOR

URBRAN BICYCLE SUMMIT & FAMILY FUN RIDE

Sponsorship Levels:

General: \$1,500.00 – \$4,000.00

Overall Event: \$7,000.00

The Rondo Days-Major Taylor have partnered together to host the Urban Bicycle Festival and Rondo Family Fun Ride. The Rondo-Major Taylor Urban Bicycle Summit will take place from July 15 – 17 and will bring over 300 African-American bicyclists from across the country to our great city of St. Paul.

The Rondo Family Fun Ride will cover a 5 mile and 12 mile route down beautiful Summit Avenue, Mississippi River Road and the Historical Rondo Neighborhood. It will end as the anchor of the Rondo Days Festival Parade. The Goal of the event is introduce and support children and families to cycling as an activity to support healthy lifestyle, personal discovery and community. All ages and stages of fitness are encouraged to come. There will be technical support, refreshments, free bike check, bike fittings, helmet fittings, free helmets and a commemorative t-shirts for all participants. Come and ride with us.



RONDO GOES GREEN

Sponsorship Levels:

General: \$1,500.00 – \$5,000.00

Overall Event: \$8,500.00

Health and Wellness of any community extends past its constituents, but also includes the future ecological health of the community at large. In 2007 Rondo Avenue Inc. partnered with MN Pollution Control Agency, Arts-US, EcoJAM, and others to reach a Waste Free goal BY 2011, and in 2009 was successful at meeting a 96% waste free Senior Dinner; and a 59% waste free Rondo Days Festival. These efforts are also used to educate and encourage African-American and all other citizens of St. Paul to increase their reduce, reuse, recycling efforts in order to sustain the overall and future health of our great City.



GOSPEL EXPLOSION

Sponsorship Levels:

General: \$1,000.00 – \$3,500.00

Overall Event: \$5,000.00

Gospel music is the foundation of the African-American people. It has nurtured our souls during times of pain and sorrow, and lifted us higher during times of Celebration. In 2009 in honor of the legacy that gospel music has played throughout the history of the African-American people, Rondo Avenue Inc. conducted it's first Gospel Explosion Concert. Choirs from across the City came to celebrate, encourage, and lift up this great community celebration

2010 SPONSORSHIP BENEFITS

Key Benefits	Red \$2,000	Black \$3,000	Green \$5,000	Gold \$10,000	Event Sponsor
Name/logo on promotional materials and in media ads (where possible)	Yes	Yes	Yes	Yes	Top billing*
Logo on Rondo website	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Link on Home Page*
Ad space in Festival Program			Half Page B/W 8.0 w 10.5 h	Half Page Color 8.0 w 10.5 h	Full Page Color* 8.0 w 10.5 h
Logo on festival t-shirts	Yes	Yes	Yes	Yes	Yes
Complimentary parade entry			Yes	Yes	Yes
Main Stage Announcements (Minimum)	2	2	3	5	6 – 12
Complimentary t-shirts	1	2	3	5	10 – 20
Complimentary exhibit booth			1	1	1
VIP Passes			3	5	10
Drill Team tickets			3	5	10
Sponsor Banners at Festival	Yes (At Booth Only)	Yes (At Both Only)	Yes	Yes (2 Festival Locations)	Yes (Event & 2 Festival Locations)
Logo on VIP passes				Yes	Yes

Rondo

1360 University Avenue #140, Saint Paul, MN 55104



Avenue Inc.

Hotline: 651.459.1078 www.rondodays.com

Sponsorship Application

- Please complete all lines. Use "N/A" to indicate information is not available or not applicable.
- Deadline for submission is July 1, 2010.
- Mail completed application and **Cashier Check or Money Order to:**
Rondo Avenue, Inc., 1360 University Avenue #140, Saint Paul, MN 55104

ORGANIZATIONAL/CORPORATE INFORMATION

Organization: _____ Date: _____

Contact Name(s): _____

Day Phone: _____ Eve. Phone: _____

E-mail: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

SPONSORSHIP TYPE:

General Sponsorships **Red:**
\$2,000.00 w/ Parade App & Booth Fees

Black:
\$3,000.00 w/ Parade App or Booth Fees

Green:
\$5,000.00
(See details for corresponding benefits)

Gold:
\$10,000.00
(See details for corresponding benefits)

Event

Sponsorships: To be arranged according to Sponsor's desire and individual event costs (See Sponsor booklet)

Please allow 7 – 10 days to process your application. You will be contacted to discuss your sponsor benefits.

Rondo Festival Staff Only:	Date App. Received	Date Payment Received	Date Sponsor Contract Received
Data Entry Date.	Vendor App Received	Parade App Received	Souvenir Ad.