

Support the Upper Minnesota River Valley's best-known art event!

# Meander

October 2-4, 2009  
Upper Minnesota River Art Crawl

We are gearing up for the 2009 Meander Upper Minnesota River Art Crawl and invite you to be a sponsor. **The Meander, in its 6th year, is good for our region!** Take a look at the numbers to the right and you will see the success of the 2008 Meander.

Participating businesses that offered specials or other incentives reported **a week's worth of business in just two days!**

- Visitors commented that they wanted to know more about local lodging.
- Visitors wanted more information on local unique shops.
- Visitors wanted more information on local eating establishments.

**Opportunities exist to capitalize on these visitors by sponsoring the event and advertising local services.** We are encouraging businesses to work together to offer Meander packages that include lodging and meals to drive Meander customers to their door. At a level of \$200 or above, sponsors will be advertised in 20,000 copies of the Meander brochure that are distributed to a select customer base throughout the Midwest.

Sponsorships are tax deductible.

Please consider supporting this event and sharing this information with other organizations, businesses and individuals.

If you have questions contact Kristi Fernholz, Meander Coordinator at 320-289-1981.

## 2008 Meander Economic Impacts

**\$57,316** - total reported Meander art sales to customers during the Meander weekend.

**93%** of the money raised to organize the Meander through sponsors and artists was spent on products or services (printing, paper, advertising, graphic design, staffing) in the five county area.

**\$1,508** average reported art sales per artist.

**81 to 800** - reported total number of customers at individual studios for the entire weekend.

**12 studios** - average number of studios customers visited.

**81%** of customers said the quality of the art was excellent.

**85%** of customers said their overall experience was excellent.

**36%** attended last year.

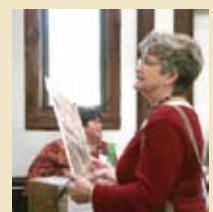
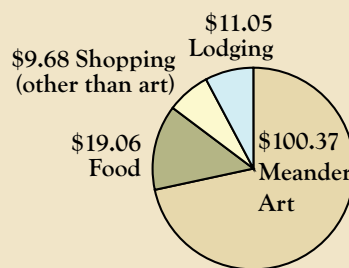
**52%** did NOT attend last year.

**74%** plan to attend again next year.

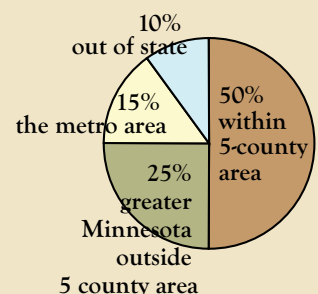
**.02%** said they would not plan to attend next year.

**2.62** people per travel party.

### Average Expenditures per Customer



### Customers came from





## Ways to support Meander

- Patron of the Meander, \$1000**
  - Name of establishment, phone number and website listed in Meander brochure printed in May
  - Listed on our website with LOGO, 20 words of description copy, hyperlink and on our custom Google map
  - One free SIGNED poster
  - Two FREE tickets to one of our Meander Events
- Major Sponsor, \$500**
  - Name of establishment, phone number and website listed in Meander brochure printed in May
  - Listed on our website with 20 words of description copy, hyperlink and on our custom Google map
  - Three free Meander posters
- Business Sponsor, \$200**
  - Name of establishment, phone number and website listed in Meander brochure printed in May
  - Listed on our website with 20 words of description copy, hyperlink and on our custom Google map
  - Free Meander poster
- Enhanced Listing, additional \$25**  
For lodging, dining, shops, and attractions ONLY
  - In addition to any of the above sponsorships, you get two lines of descriptive copy in the Meander Brochure
- I would like to make a donation of less than \$200 to support arts & culture in our area! I also recognize I will not specifically be listed in the Meander brochure. My name/business will be listed on the website.

*Please print your information exactly as you want it to appear in the Meander brochure.*

Business /Organization Name (for Meander brochure listing): \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Person (for billing purposes only): \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Please create a 20-word description to be used on the Meander website and for enhanced listings:

\_\_\_\_\_  
\_\_\_\_\_

Please send me \_\_\_\_\_ brochures once complete to distribute in my business.:

Please return this form along with payment to:



Upper MN Valley Regional Development Commission  
323 West Schlieman Ave., Appleton MN 56208

If you have questions contact Kristi Fernholz, Meander Coordinator  
320-289-1981 or kristi@prairiewaters.com