



7th Annual Gull Lake Frozen Fore
World's Largest Golf & Snowmobile Event
February 24 - February 26, 2012

The Gull Lake Frozen Fore is a winter fest held at area resorts and restaurants on Gull Lake. At each of our ten locations (Bar Harbor, Cowboy's, The Legacy at Cragun's, Ernie's on Gull, Grand View Lodge, Jake's, Zorbaz on Gull, Ski Gull and Hole-in-the-Day Bay) you can test your golf skills by teeing off at a challenging golf hole. Then jump on our FREE shuttle, on your snowmobile or drive to your next location. Also participate in our Team Competition, Digital Scavenger Hunt, 4-on-4 Pond Hockey Tourney, & Food Fest on Sunday. Gather at Hole-in-the-Day Bay for food, fun, refreshments and entertainment while participating in other family friendly games and events.

A volunteer committee whose passion is bringing economics to the Brainerd Lakes Area runs the Gull Lake Frozen Fore.

All proceeds from the Gull Lake Frozen Fore will be donated locally to Confidence Learning Center, The Blue Line Club and Ski Gull.

****Attached you will find different levels of sponsorship.**

SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL \$5,000.00

In kind sponsorship included must equal at least half of sponsor level value and balance in cash.

- Exclusive naming of Event.
 - Exclusive Name/Logo on Survival Kit.
 - Premium logo placement (included on scorecards)
 - Included in all print and broadcast advertising as a Platinum Sponsor
 - Logo on e-blast advertising to approximately 50,000
 - Logo on www.gulllakefrozenfore.com
 - ½ page ad in Gull Lake Frozen Fore publication – at least 25,000 printed
 - Banner at each participating golf hole (provided by you)
 - Four team entries of four each – 16 Tickets
- Bag insertion optional

GOLD LEVEL \$3,000.00

In kind sponsorship included must equal at least half of sponsor level value and balance in cash.

- Premium logo placement
 - Included in all print and broadcast advertising as a Gold Sponsor
 - Logo on e-blast advertising to approximately 50,000
 - Logo on www.gulllakefrozenfore.com
 - ½ page ad in Gull Lake Frozen Fore publication – at least 25,000 printed
 - Banner at each participating golf hole (provided by you)
 - Individual entries - 10 Tickets
- Bag insertion optional



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SILVER LEVEL \$2,000.00

In kind sponsorship included must equal at least half of sponsor level value and balance in cash.

- Logo placement as part of Gull Lake Frozen Fore (smaller size)
 - Included in all print and broadcast advertising as a Silver Sponsor
 - Logo on www.gullalkefrozenfore.com
 - ¼ page ad in Gull Lake Frozen Fore publication – at least 25,000 printed
 - Banner at 9th Hole at Hole-in-the-Day Bay on Gull Lake (provided by you)
 - Individual entries – 6 Tickets
- Bag insertion optional

BRONZE LEVEL \$1,000.00

In kind sponsorship included must equal at least half of sponsor level value and balance in cash.

- Name listed on print advertising (no logo)
 - Name listed on www.gulllakefrozenfore.com
 - 1/8 page ad in Gull Lake Frozen Fore publication – at least 25,000 printed
 - Banner at 9th Hole at Hole-in-the-Day Bay on Gull Lake (provided by you)
 - Individual entries – 4 Tickets
- Bag insertion optional

BUS SPONSOR \$500.00

- Banners on the bus and at the 9th Hole at Hole-in-the Day Bay on Gull Lake (sponsor provides banner)
- Name listed on www.gulllakefrozenfore.com
- 1/8 page ad in Gull Lake Frozen Fore publication – at least 25,000 printed
- Individual entries – 2 Tickets

BAG INSERTION \$100.00

- Provide 800 samples to be placed in Gull Lake Frozen Fore Survival Kit
- First opportunity to purchase an ad in Gull Lake Frozen Fore publication



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FROZEN FORE FOOD FEST

We welcome you to be a part of the 7th Frozen Fore Food Fest – on Sunday, Feb 26 on Hole-in-the-Day Bay, on Gull Lake. This event was a huge success in past years and the vendors that participated said it was a fun event and great exposure for their business.

We ask that you prepare **a sample** of your selected category for as many as 400 people.

FOOD FEST VENDORS

One table FREE (with a \$50 deposit refunded the day of)
*\$50.00 for second table

- One category entry (\$20)
- Includes one 8-foot table/power
- Listing in the Gull Lake Frozen Fore publication as a participating vendor
- Name listed on www.gulllakefrozenfore.com as a participating vendor
- First opportunity to purchase an ad in Gull Lake Frozen Fore publication

This is a time for you to show off your specialty item in one of six categories. The food will be judged in two ways: People's Choice Award and Celebrity Judging. Winners in each of the categories will receive a plaque to proudly display in their business.

This is a great mid-winter event that will promote your business to hundreds of participants as well as thousands of advertising impressions.

The six categories are: Appetizer, Soup, Entrée, Sandwich, Dessert, Hot Dish/Casserole and Hot Drink. Entry is \$20 per category. Enter up to 6 categories.

*Space is reserved on a first-come first serve basis. The first table is free (with a \$50 deposit refunded the day of), additional table is \$50.00.

As a vendor, we ask that you provide the following items: extension cord (if you require), chaffing dishes, serving items (plates, napkins, silverware, cups, etc.), serving utensils and any condiments. Any deep fried or smoking grills must be prepared outside of the heated tent



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SPONSORSHIP AGREEMENT

Please count on me as a:

- Platinum Sponsor @ \$5,000.00
- Gold Sponsor @ \$3,000.00
- Silver Sponsor @ \$2,000.00
- Bronze Sponsor @ \$1,000.00
- Bus Sponsor @ \$500.00
- Bag Insert Sponsor @ \$100.00
- Food Fest Vendor @ \$20.00/Category
- In Kind Donation Value _____

Company _____

Contact Person _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Food Fest Vendors – Please select your category(s):

- Appetizer Soup Entrée Sandwich Dessert Hot Drink Hot Dish/Casserole

Additional Tables Needed @ \$50.00 _____

Enclosed find my sponsorship agreement and payment made payable to Gull Lake Frozen Fore. I/we understand that if my check is received after January 1, 2012 I/we may not be included in all advertising opportunities. And I guarantee payment by February 1, 2012.

Authorized Signature _____ Date _____