



THE EDEN PRAIRIE FOUNDATION
ANNOUNCES THE
31ST ANNUAL FOUNDATION BALL

EDEN PRAIRIE

*My Kind
of Town*

SATURDAY, APRIL 14, 2012
MINNETONKA MARRIOTT SOUTHWEST



THE EVENT

The Eden Prairie Foundation Ball is the Eden Prairie Foundation's largest fundraiser of the year. This year, we acknowledge our "Best Small City in America" designation by *Money* magazine with the theme, "Eden Prairie – My Kind of Town." This theme celebrates how we feel about the great place we call home. So come join us in this special community celebration and help us continue to "give where we live and/or work."

For Good. For Eden Prairie. For Ever.

THE MISSION

The Foundation Ball is an annual event that brings together residents, commerce, and service organizations in an effort to raise the profile of The Eden Prairie Foundation and the community it serves. Monies raised at the Foundation Ball help build the Foundation's endowment and benefit the organizations that help make Eden Prairie a special place to live and work. Strengthening the bonds that connect us and lifting up the community at large is a mission we all support with our time, talent and resources. Your contributions make a significant, positive impact on the quality of life in our "Best Small City in America (2010)."

THE EVENING

Saturday, April 14, 2012

6:00 p.m.

Minnetonka Marriott Southwest

Attire: Black Tie-themed

50s Brat Pack-era or early 60s Mad Men/Pan Am inspired attire encouraged

Cocktail hour and lounge music

Dinner

Live auction

Dancing to the sounds of The R Factor (formerly The Rupert's Orchestra)

*My Kind
of Town*

THE OPPORTUNITY

Past sponsors report that a key reason they support the Foundation Ball is because they care deeply about the city in which they live or work. Here are some quotes from previous platinum sponsors:

“Fairview Southdale Hospital offers health care services to people living and working in the southwest Twin Cities metro area and Eden Prairie is a key part of our service area. We are proud to support the Eden Prairie Foundation Ball because we believe in investing in improving the lives of Eden Prairie’s residents.”

Fairview Southdale Hospital

“Despite outward appearances, there are many civic and charitable organizations right here in Eden Prairie that depend on the Foundation’s help. As a company, mackmiller design+build decided to direct our charitable dollars this year toward the Foundation because we live and work in Eden Prairie and we wanted to ‘give where we live.’ We value the quality of life that our adopted hometown offers, and are proud to support the Foundation’s mission.”

Mark and Mary Mackmiller
mackmiller design+build

OPPORTUNITIES FOR SPONSORSHIP

Sponsorships can be made in the name of an individual, a company or an organization. The Eden Prairie Foundation is a 501(c)(3) nonprofit, tax-exempt organization and a member of the Minnesota Council on Foundations. The Foundation is run entirely by volunteers except for a part-time Executive Director, and focuses on serving non-profit or tax-exempt programs.

TITLE SPONSOR

\$10,000

- Logo recognition in all media and event marketing collateral and mention in the Program video
- Full page ad on back cover of Ball program with logo recognition on the front cover, video screen and signage at event
- Logo recognition on the Eden Prairie Foundation website with link to company’s website
- One premium table of 10 for dinner – 10 tickets; complimentary wine at table
- Logo included on front cover of Ball invitation if sponsorship is received by February 15th

PREMIER SPONSOR

\$5,000

- Logo recognition in all media and event marketing collateral and mention in the Program video
- Full page ad in program, logo recognition on video screen and signage at event
- 4 tickets at premium table; 2 bottles of complimentary wine at table
- Logo included on Ball invitation if sponsorship is received by February 15th
- Logo recognition on Eden Prairie Foundation website with link to company's website

PLATINUM SPONSOR

\$2,500

- Logo recognition in all media and event marketing collateral
- Half-page ad in program, logo recognition on screen and signage at event
- Logo recognition on Eden Prairie Foundation website

ADDITIONAL SPONSORSHIP OPPORTUNITIES

\$1000 – GOLD, \$500 – SILVER, \$250 – BRONZE

SPONSORSHIP DEADLINES

Title and Premier sponsorships are due February 15, 2012 for invitation inclusion. All other sponsorship levels are due February 25, 2012.

Additional benefits may be approved based on the unique needs of your organization.

QUESTIONS

Contact **Scott Otis**, Sponsorship Chair, at (612) 860-6727 or scottgotis@gmail.com



THE EDEN PRAIRIE FOUNDATION 2012 BALL SPONSORSHIP FORM

Yes! I am interested in being a sponsor of the 31st Annual Foundation Ball in support of The Eden Prairie Foundation and our community.

COMPANY/ORGANIZATION CONTACT INFORMATION	
Company Name (as it should appear in collateral)	
Mailing Address	
Sponsorship Contact	
Sponsorship Contact E-mail Address and Telephone Number	
SPONSORSHIP SELECTION	
<input type="checkbox"/> Title Sponsor \$10,000	<input type="checkbox"/> Premier Sponsor \$5,000
<input type="checkbox"/> Platinum Sponsor \$2,500	<input type="checkbox"/> Gold Sponsor \$1,000
<input type="checkbox"/> Silver Sponsor \$500	<input type="checkbox"/> Bronze Sponsor \$250
METHOD OF PAYMENT	
<input type="checkbox"/> Payment Enclosed (Make checks payable to The Eden Prairie Foundation)	<input type="checkbox"/> Bill Me (Use address above unless otherwise specified in notes below)
<input type="checkbox"/> Credit Card Payment	
Credit Card Information:	
<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express	
Name (as it appears on card)	
Card Number	Expiration Date
LOGO AND DISPLAY ADVERTISING	
Submit logos and advertisements to Shelly Gertgen at sgertgen@att.net	
Advertising Submission (Title, Premier, and Platinum Sponsors)	
<input type="checkbox"/> We will submit our own digital ad by the established deadline (see ad submission guidelines)	
<input type="checkbox"/> We would like your designer to help us design an ad	
Advertising/Design Contact (Name, e-mail, telephone)	
NOTES AND SPECIAL REQUESTS	
Mail your completed form and payment (payable to The Eden Prairie Foundation) to:	
Attn: Foundation Ball Sponsorship The Eden Prairie Foundation 8080 Mitchell Road, Eden Prairie, MN 55344	



2012 FOUNDATION BALL SPONSORSHIP SUBMISSION GUIDELINES

Sponsors of the 31st Annual Foundation Ball receive recognition at varying levels. The following are submission guidelines for each sponsorship level.

LOGO SUBMISSION

Title, Premier, and Platinum sponsors receive logo recognition.

Logo submissions for print and electronic transmission should be in an .eps file format or the highest resolution format available (.ai, .eps, .pdf or .tiff with a minimum resolution of 300 dpi).

>>Submit logos to Shelly Gertgen at sgertgen@att.net

PROGRAM AD SUBMISSION

All ads are black/grayscale.

Full Page Ads: Title and Premier Sponsors receive a full-page ad in the program.

Ad dimension: 4.5" wide by 7.5" tall

Half Page Ads: Platinum Sponsors receive a half-page ad in the program.

Ad dimension: 4.5" wide by 3.5" tall

Accepted File Formats (In order of preference)

1. PDF: press quality, with all fonts embedded. Acceptable PDFs must be created from the following programs: Adobe InDesign, QuarkXPress, Adobe Illustrator. The quality of PDFs created with any other program cannot be guaranteed.
2. EPS file with all fonts converted to outlines from Adobe Illustrator or Freehand. We cannot accept native Freehand documents.
3. Native files from the following software: Adobe InDesign, Adobe Illustrator, QuarkXPress, Adobe Photoshop.
4. Adobe Photoshop native files, .tiff, and .jpg files are acceptable however the quality of text and line art won't be as crisp as files provided in the formats above.

>>Submit ads to Shelly Gertgen at sgertgen@att.net

AD DESIGN/LAYOUT

If you do not have access to graphic design services, we can help you design an ad for the program booklet.

Contact Shelly Gertgen at sgertgen@att.net for details.