



2022 SPONSORSHIP & VOLUNTEER OPPORTUNITIES

Plan your year!

CHAMBER LUNCHEONS

Typically 4th Thursday of the month (except July and December)

One available each month. Your business promoted with the event.

Table for promotional display and three-minute timeslot to speak about your business at the Luncheon.

\$100

CAREER EXPLORATION FAIR AND COMMUNITY EXPO

Career Fair, April 8 | Community Expo, April 9

Two events for one price. Educate students about your industry on Friday, then promote your business to the community on Saturday.

BOOTH OPPORTUNITIES STARTING AT \$185

4TH OF JULY FIREWORKS

July 4, 2022

You'll get a bang for your buck!

SPONSORSHIP OPPORTUNITIES RANGING \$100 - \$10,000

16TH ANNUAL GOLF SCRAMBLE

July 18, 2022

Accomplished, amateur, and wanna-be golfers welcome.

SPONSORSHIP OPPORTUNITIES STARTING AT \$150

NICKLE DICKLE EVE STREET DANCE

September 16, 2022

Your logo on the stage, on the website, on social media.

STAGE SPONSORSHIP \$1,000+

NICKLE DICKLE DAY

September 17, 2022

Variety of levels available to support this community event.

SPONSORSHIP OPPORTUNITIES RANGING \$200 - \$2,000

WACONIA SCARECROW TOUR

October 13-23, 2022

Create a scarecrow outside your business and drive the community to your door during the tour! Winning scarecrows win prizes.

SCARECROW PARTICIPATION \$50+

RETAIL EVENTS

SISTER SATURDAY — May 14, 2022

D.E.A.R. Hunting — November 5, 2022

MARKETING & PARTICIPATION \$125 / EVENT

Reserve your sponsorship today! | DestinationWaconia.org

VOLUNTEER OPPORTUNITIES

Carver County Fair Booth

August 10-14, 2022

2–3 hour shifts to promote your business.

Nickle Dickle Pop Booth

September 17, 2022

2–3 hour timeslots to engage with the community.

Special Events

Ways to get involved throughout the year!

Reach out for opportunities.

NICKLE DICKLE DAY BY THE NUMBERS

THOUSANDS OF DOLLARS
SPENT LOCALLY
in Waconia shops,
restaurants, & bars

30,000 PEOPLE
ATTENDING

1,055 RUNNERS
ISD 110 Community
Education Runs

HUNDREDS OF BOOKS SOLD
Friends of the
Waconia Public Library

427 CLASSIC CARS

350 BASKETBALL
PLAYERS
St. Joe's 3-on-3

150 BASKETBALL
GAMES
St. Joe's 3-on-3

120 CRAFT & FOOD
VENDORS
in City Square Park

80 DUCKS
Rotary Duck Races

4 LIVE BANDS
in two days

ONE NICKLE DICKLE DAY