

A NOTE ON OUR SPONSORING OPPORTUNITIES:

Broadway Square sponsorships help us break down financial barriers and directly influence our ability to offer engaging quality events at little to no cost. A Broadway Square sponsorship shows your pride and support of our community, gathers brand visibility and awareness, as well as offers unique product distribution and promotional opportunities. It is also a key component in the successful ongoing operation of Broadway Square and influences our ability to offer quality events at little or no cost.

BROADWAY SQUARE'S MISSION

Broadway Square serves as a central, vibrant, inclusive, and engaging downtown community space with something for everyone, respectfully presenting a collection of innovative and authentically representative programming that amplifies a unique Fargo flavor and is driven by an ingrained placemaking philosophy.

BROADWAY SQUARE'S VISION

Broadway Square aims to become a treasured community asset – a vibrant and authentically representative space that's driven by community placemaking. It strives to break down barriers and expand the engagement, understanding and dialog of our area by offering a diverse and innovative collection of programming that showcases Fargo flavor, explores a world of cultural celebrations and embraces the art of storytelling and dialogue. The Square will also establish and serve as a regional placemaking resource, an educational hub and a living example of placemaking strategy in action.

DASHER BOARD SPONSORSHIPS

Sponsoring one of Broadway Square's highly visible dasher boards in the center of Downtown Fargo is a great way to increase your brand's visibility and show your support for our community. The SCHEELS Skating Rink at Broadway Square is scheduled to be active December-March. Don't miss this great opportunity for your brand during this inaugural season of Broadway Square – it's sure to end up in A LOT of photographs and media coverage of The Square!

DASHER BOARD PANEL OPTION:

# AVAIL.	DESCRIPTION	COST PER SEASON
34	Broadway Square Dasher Board Package: Includes 3.5' x 8' grommited vinyl banner on the outside of the rink and 32" x 8' vinyl decal on the inside of the rink	\$1,000/ package



ADOPT-AN-AMENITY SPONSORSHIPS

As an inclusive community-centric space, we want everyone to feel a sense of ownership, engagement and pride in The Square. These inaugural Adopt-An-Amenity sponsorships, which range in price from \$50/year - \$2,000/year, offer a fun way to engage with the space and support something specific at The Square, keep tabs on it and receive updates as its proud supporter.

AMENITY	COST PER YEAR
Selfie Station Setup (6)	\$50
Umbrella* (12)	\$75
Café Table (60)	\$100
Bean Bag Chair* (10)	\$150
Firepit (4)	\$200
Large-Scale Games* (5)	\$250
Pet Pampering Station (1)	\$400
Little Free Library (1)	\$500
Red Carpet Setup	\$1,000
Water Bottle Filling Station	\$1,500
Art Installation	\$2,000
Virtual Content & Podcast Production Studio	\$2,500

* = Seasonal Amenity

PROGRAMMING SPONSORSHIPS

Our goal with all Programming Sponsorships is to use these generously donated funds to remove the financial barrier of admission costs to Broadway Square programming. The requested amount reflects the anticipated admission revenue necessary to produce these events in a break-even manner.

EVENT	COST
Skating Season (90 days of ice rink fun)	\$30,000
Music at The Square (1 series; 8 concerts)	\$16,000
Movies at The Square (4 series, 20 movies)	\$15,000
Cultural Celebrations (1 series; 6 Festivals)	\$12,000
Vera Project Youth-Produced Program Sponsor	\$10,000
Craft Beer & Cider Festival	\$6,000
Coffee Festival	\$6,000
Broadway Square Tree Lighting and Seasonal Light Shows	\$5,000
Yoga at The Square (2 series, 16 events)	\$1,500
Chalk Festivals (1 series; 3 events)	\$1,500
Rink Reels: Skating & Movies at Broadway Square (1 series; 3 events)	\$1,500
Scare at The Square	\$1,000
Special Holiday Midnight Skating & Movie Events	\$1,000

NAMING SPONSORSHIPS

Broadway Square has a prized collection of inaugural Naming Sponsorships available this year as we officially launch The Square. We are offering 10-year agreements and possible payment plans for those interested in establishing a legacy, a memorial/tribute to a loved one, or a prominent brand placement in Downtown Fargo through a Naming Sponsorship. As these key elements of The Square host or support our numerous events, they will be mentioned by name in marketing materials and on our website and social media. Naming Sponsors will hear their carefully selected name mentioned over and over again.

ITEM	COST (PAID OVER 10 YEARS)
Mega Screen (1)	\$100,000
"Zamboni" (1)	\$40,000
Performance Pavilion (1)	\$25,000
Ice Rink* (1)	SOLD!
Square Spouts – Interactive Water Feature* (1)	\$15,000
Leisure Lawn* (1)	\$10,000
Skate Shack* (1)	\$10,000