



## Be a Part of ScanFest Charlotte

- A Great Place to be Seen -

Although "saga" originally means "fairytale" in an old Scandinavian language, it is also now **SAGA**, the **Scandinavian, American General Assembly** of the Carolinas: a non-profit organization which was founded in 2005 to promote cultural exchange between the United States of America and the five Nordic countries (Denmark, Finland, Iceland, Norway and Sweden). **SAGA's** primary objectives are the preservation and enjoyment of Scandinavian traditions, customs, history and cultural heritage.

One of **SAGA's** main functions is to organize an annual Scandinavian festival in Charlotte, NC, to highlight the best that Scandinavia has to offer. Our event is known as **ScanFest**, and it will be held this year on Saturday, November 4. After only two years, attendance at our festival has already exceeded 1000 and we expect that number to more than double this year.

As an Executive Director for **SAGA** my goal is to find ways to introduce **SAGA** to the Greater Charlotte community, as well as to promote our fundraising efforts. I am originally a Finnish national and an active member of Scandinavian-American Foundation, Suomi-Finland Club of Charlotte, Finnish School of Charlotte and Friends of Scandinavia of Piedmont Lodge. All of these organizations will be present at our festival.

In order to bring the best possible Scandinavian festival to Charlotte we are seeking your support. The menu of exciting sponsorship opportunities is enclosed. I will follow up with you in the near future to discuss more about your involvement with **ScanFest** 2006.

Thank you in advance for your consideration.

Sincerely yours,

Sanna-Maija Tucker  
Executive Director

Steve Caldwell  
Elevate Magazine, Sponsorships



## Fact Sheet

Mission Statement	<b>SAGA</b> is organized to promote cultural exchange between the United States and the Nordic Countries of Denmark, Finland, Iceland, Norway, and Sweden; to preserve and enjoy the Scandinavian traditions, customs, history and cultural heritage; to increase understanding of the Nordic people and societies among Americans; and to provide a forum where people interested in Scandinavia can meet and enjoy Nordic culture and activities.
Founded	March 2005
Publication	<b>Midnight Sun</b> , our monthly newsletter, is distributed via email to the Scandinavian community in the two Carolinas, and friends of Scandinavia, as well as a large and widely diverse national and international audience.
Fundraising	Special Events Sponsorships Advertising Donations
Primary Fundraiser	<b>ScanFest Charlotte</b> , an annual festival that highlights the best that Scandinavia has to offer, featuring Scandinavian performing artists and traditions, vendors, games and food.  Established, October 2004
Most Recent Attendance	1000
Next Scanfest	Wachovia Atrium, 301 S. Tryon Street, Charlotte, NC Saturday, November 4, 2006, 10:00 am to 5:00 pm
Admission	Free
What Will Be There	Scandinavian Cuisine Scandinavian Crafts Scandinavian Culture Ethnic Specialties



**Saturday, November 4, 2006      10:00 am - 5:00 pm**  
**Wachovia Atrium, Charlotte, North Carolina**

### **Sponsorship Levels**

We are thankful to our Sponsors!

SAGA receives no funding from city or county, and the officers and directors receive no pay.  
Without you this event could not be possible!

- |                         |  |
|-------------------------|--|
| <b>TITLE Sponsor</b>    | <b>\$5000</b> - your company name in all Scanfest media (500,000 impressions)<br>- inside, front cover, full page color ad in Scanfest program book<br>- your company banners displayed throughout the venue (maximum of 5)<br>- prime location of vendor table for sales or display<br>- announcements from stage acknowledging sponsorship (7x)<br>- large logo on program Sponsors and Donors page<br>- logo representation on commemorative T-shirt<br>- sponsorship acknowledgement on event signage, collateral<br>- link to your website from ours (optional) |
| <b>Titanium Sponsor</b> | <b>\$2500</b> - full page color ad in Scanfest program book<br>- two company banners displayed at the venue<br>- vendor table to use for sales or display of company material<br>- announcements from stage acknowledging sponsorship (5x)<br>- small logo on program Sponsors and Donors page<br>- logo representation on commemorative T-shirt<br>- link to your website from ours (optional)  |
| <b>Platinum Sponsor</b> | <b>\$1000</b> - half page color ad in Scanfest program book<br>- vendor table to use for sales or display of company material<br>- announcements from stage acknowledging sponsorship (3x)<br>- name mention on program Sponsors and Donors page<br>- link to your website from ours (optional)  |
| <b>Gold Sponsor</b>     | <b>\$ 750</b> - quarter page color ad in Scanfest program book<br>- vendor table to use for sales or display of company material<br>- announcements from stage acknowledging sponsorship (2x)<br>- name mention on program Sponsors and Donors page<br>- link to your website from ours (optional)   |



**Saturday, November 4, 2006      10:00 am - 5:00 pm**  
**Wachovia Atrium, Charlotte, North Carolina**

**Sponsorship Levels (cont)**

Scanfest also offers Silver and Bronze sponsorships of specific, high visibility Events and Activities areas the day of the festival.

Your company name will be featured as the presenting sponsor of the event or activity you select.

**Silver Sponsor      \$500** - Welcome Center  
- Information Booth  
- Cultural Exhibit of five Nordic countries  
    - Denmark  
    - Finland  
    - Iceland  
    - Norway  
    - Sweden  
- Performers (main stage)  
    - Scandans  
    - Finnish School of Charlotte  
    - Santa Lucia  
- Café Scandinavia Dining Area

**Bronze Sponsor      \$350** - Children's Activity Center  
- Game Corner  
- Scandinavia for Kids

**Vendor      \$150** - One 10' X 8' booth space  
- One (1) 6' tables  
- Two (2) chairs  
- piping and draping  
- name mention in program



## Sponsorship/Vendor/Advertising Form

Increase your company's visibility and return this form with the payment as soon as possible. We will add your company name to our website upon receipt.

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

<b>Sponsorship Level</b>	TITLE	\$5000 <input type="checkbox"/>	Titanium	\$2500 <input type="checkbox"/>
	Platinum	\$1000 <input type="checkbox"/>	Gold	\$ 750 <input type="checkbox"/>
	Silver	\$ 500 <input type="checkbox"/>	Bronze	\$ 350 <input type="checkbox"/>
	Chosen area _____		Chosen area _____	
	SagaFriend	\$ 100 <input type="checkbox"/>	ScanFriend	\$ 50 <input type="checkbox"/>

**Vendor**                      \$150 X \_\_\_\_\_ = \_\_\_\_\_      Extra tables \$25 X \_\_\_\_\_ = \_\_\_\_\_

Indicate Special Needs such as electricity, water source etc.

\_\_\_\_\_

\_\_\_\_\_

<b>Program Advertising</b>	\$500	Back Cover, full color (8.5" x 11")	<input type="checkbox"/>
	\$400	Inside Back Cover, full color (8.5" x 11")	<input type="checkbox"/>
	\$300	Full page, B&W (8.5" x 11")	<input type="checkbox"/>
	\$150	Half page, B&W (8.5" x 5.5")	<input type="checkbox"/>
	\$ 75	Quarter page, B&W, (4.25" x 5.5")	<input type="checkbox"/>
	\$ 50	Business card, B&W	<input type="checkbox"/>
	\$ 50	Website listing	<input type="checkbox"/>

**Amount Enclosed**    \$ \_\_\_\_\_      Payment with  Company Check     Personal Check

**Please return this form with your check made payable to SAGA by September 15, 2006.**