

# Hamline Midway Heartwood Festival 2012

## Event Overview

### **EVENT PURPOSE**

The festival will bring together environmental sustainability and art themes in a family-friendly, neighborhood event. The event supports the Hamline-Midway Coalition's mission to making the Hamline Midway neighborhood a great place to live, learn, work and play.

### **LOCATION, DATE & TIME**

Newell Park  
900 N. Fairview Ave, St. Paul, MN 55104  
Saturday, June 2, 2012, 11am-6pm

### **SUMMARY OF ACTIVITIES**

The event will be a family-friendly event with a carnival atmosphere featuring the following activities:

- Entertainment
- Art & craft fair
- Community resource fair
- Children's activities
- Silent auction
- Green living workshops
- Artist demonstrations
- Local business fair
- Green home improvement fair
- Walking/Biking Parade

### **LAYOUT OF EVENT ACTIVITIES**

A distinct entrance to the festival will be established in the SE corner of the park with HMC welcoming event attendees. A display will be mounted, showcasing the results of the efforts of the CBC and other community groups in addition to ways to get involved. Programs will be available listing activities, schedules, and booths. The silent auction and voting will also be a part of the welcome display at the entrance.

Booths will serpentine through the trees on the east end of park and open to the staging area just south of the bowl below of the swings. A "chute" will be created, keeping people closer together so that attendees easily find what they are looking for and the event feels more energized and well-attended. The chute will end at the entertainment stage. The stage will be positioned to face the park building with continuous entertainment throughout the day. The silent auction will be in a tent close to the event entrance and HMC booth for greater visibility.

Workshops will be held in the picnic shelter north of the park building. Food vendors will cluster on the south or east side of the building, and home improvement exhibitors will set up in and around the building.

### **COMMUNITY INVOLVEMENT**

**Exhibitors:** Exhibitors will have assigned 10'x10' spaces along the route or in and around the park building (home improvement exhibitors only). Other exhibitors will be clustered by theme (local business, arts & crafts, community resources) along the festival chute. A 10'x10' space is \$150. Discounts ranging from 50-100% available for nonprofits, Ward 4 organizations, government agencies and visual artists. Registering by the Early Bird deadline saves registrants 10%. (See registration form for specifics).

\*Note: Exhibitors wishing to participate in the Green Home Improvement Fair will be expected to describe how their business fits into the theme of the Green Home Improvement Fair.

**Sponsorships:** All sponsors will be promoted on all upcoming festival materials including e-newsletters, print newsletter, on HMC website, via Facebook, on neighborhood flyers and in the event program. All sponsors will have a 10' booth and have profile listed in event program. Sponsorship opportunities are available at the following levels:

- Cultivator Level (\$1000) - Includes full page ad in program
- Sustainer Level (\$550) - Includes ½ page ad in program
- Supporter Level (\$350) - Includes ¼ page ad in program

**Community Groups:** Community groups who will provide a free children's activity during the festival will be given a free booth.

**Food Vendors:** Food vendors will be required to pay a flat fee of \$300 to sell food at the event. No more than three food vendors, representing a variety of food options, will be secured.

**Silent Auction Donation:** The silent auction is a key event to make the festival a success and is an effective way to gain visibility. Donations of products and/or services are displayed with information about the donating organization or individual.