Monarch butterflies and their international lifestyle have fascinated us for centuries. Monarch butterflies fly over 2,000 miles from Minnesota to their wintering grounds in Central Mexico. Each year as the butterflies start their remarkable migration, a cultural festival takes place in Minneapolis. On the first Saturday after Labor Day, an estimated 8,000 people gather at the Minneapolis Monarch Festival-Festival de la Monarca to send off the Monarchs and celebrate the cultures of Mexico and Minnesota. Tagging and releasing live butterflies, music, dance, hands-on learning and art activities, games, and family fun attracts people of all ages. Approximately 40% of participants are native Spanish speakers.

The Festival is non-commercial and the only fully bilingual festival in the Twin Cities. Admission is free.

Questions?
Ask MaryLynn Pulscher at the Minneapolis Park & Recreation Board, mpulscher@minneapolisparks.org, 612-313-7784

The Festival is produced by the Minneapolis Park & Recreation Board and the Nokomis East Neighborhood Association. Live monarchs and education programs are provided through a partnership with the University of Minnesota’s Monarch Lab.
## Sponsorship Opportunities  🦋 Oportunidades Para Patrocinar

<table>
<thead>
<tr>
<th>Package Level:</th>
<th>Egg</th>
<th>Caterpillar</th>
<th>Chrysalis</th>
<th>Butterfly</th>
<th>Ambassador</th>
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<tr>
<td></td>
<td>Huevo</td>
<td>Oruga</td>
<td>Crisálida</td>
<td>Mariposa</td>
<td>Embajador</td>
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<td></td>
<td>$100</td>
<td>$500</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000 +</td>
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</tbody>
</table>

- Media mention (press release, etc)
- Logo on stage banner
- Logo on festival schedule
- Logo on print advertising
- Two recognitions from the stage
- Large logo & link on home page [monarchfestival.org](http://monarchfestival.org)
- Exhibitor space, with tent, table, & two chairs
- One recognition from the stage
- Logo & link on Facebook
- Logo & link on webpage [monarchfestival.org](http://monarchfestival.org)
- Listing on webpage as a supporter

**For Media Only**

In-kind sponsorship as a **Milkweed – Algodoncillo**

*Sponsorship benefits will be determined on an individual basis.*
### Sponsorship Level / Nivel de Patrocinación

**Please choose one / Escoja uno por favor**

<table>
<thead>
<tr>
<th>Egg / Huevo</th>
<th>Caterpillar / Oruga</th>
<th>Chrysalis / Crisálida</th>
<th>Butterfly / Mariposa</th>
<th>Ambassador / Embajador</th>
<th>Milkweed / Algodoncillo</th>
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<td>$5,000 +</td>
<td>Media only, In-kind</td>
</tr>
</tbody>
</table>

### Payment Type

- Check enclosed, payable to *Monarch Festival*

Please return this page and a check to:

**Por favor llene y devuelva la página y su cheque a:**

MaryLynn Pulscher  
Minneapolis Park & Recreation Board  
3800 Bryant Ave South  
Minneapolis, MN 55409  
mpulscher@minneapolisparks.org

**NOTE:** Sponsorship preference is given to entities that are relevant to Monarch butterflies, migration, the Minnesota-Mexico connection, pollinators, or habitat conservation. Final determination of sponsors is at the sole discretion of Festival producers.

Thank you!  
¡Gracias!