

LEARN • CONNECT • GROW



MINNETONKA

community education
Sponsorship Opportunities



SPONSORSHIP
OPPORTUNITIES

MCE Seasonal Catalog Page 3
Contact Louise.Weir@minnetonkaschools.org.

Minnetonka Preschool & ECFE Catalog Page 3
Contact Molly.Bahneman@minnetonkaschools.org. Ad commitment and artwork due by December 1.

Minnetonka Music Academy.....Page 4
Contact Louise.Weir@minnetonkaschools.org to check current availability.

Rec Basketball.....Page 4
Contact Jenny.Bodurka@minnetonkaschools.org. Sponsorship commitment due September 1.

T-Ball & Youth Soccer Page 4
Contact Jenny.Bodurka@minnetonkaschools.org to check current availability.

Destination Imagination Page 5
Contact Anna.Oasheim@minnetonkaschools.org to check current availability.

FIRST Lego League & First Tech Challenge.....Page 5
Contact Anna.Oasheim@minnetonkaschools.org to check current availability.

Volunteer Opportunities for Your Business Page 5

Tonka Trail Trot Page 6
Contact Kim.Carlson@minnetonkaschools.org. Sponsorship commitment due by October 1

Tonka Youth Triathlon Page 6
Contact Kim.Carlson@minnetonkaschools.org. Sponsorship commitment due by October 1

Tour de Tonka Page 7
Contact Kim.Carlson@minnetonkaschools.org. Sponsorship commitment due by October 1



MCE SEASONAL CATALOGS

Your ad will be mailed to over 42,000 homes in Minnetonka and the surrounding communities of Excelsior, Shorewood, Chanhassen, Minnetrista, Wayzata, Victoria, Eden Prairie, Tonka Bay, Deephaven, Greenwood and Woodland, and an additional 4,000 catalogs are available at local businesses, libraries and schools within the community.

- MCE catalogs are delivered three times per year and are viewed year-round online.
- For one low rate, your ad will be mailed out in our print catalog and posted online in our interactive online catalog.

MULTIPLE ADVERTISING OPTIONS

- 1/4 Page Vertical (\$300)
- 1/4 Page Horizontal (\$300)
- Inside Front or Back Cover (\$900)
- Advertisers willing to commit to a full year of advertising (three consecutive catalogs) will receive \$25 off each of three 1/4 page ads, \$50 off each of three 1/2 page ads, or \$100 off of each of three full page ads. These discounts do not apply to the inside front or back cover ad spaces.
- 1/2 Page (\$500)
- Full Page (\$795)



SCAN FOR AD
DEADLINES



CONTACT: Louise Weir, Marketing Specialist
Louise.Weir@minnetonkaschools.org

MINNETONKA PRESCHOOL & ECFE CATALOG

The Minnetonka Preschool and Early Childhood Family Education (ECFE) catalog is an annual publication that is distributed to area families with children ages birth-5 each January. Two thousand plus copies are printed, and over 1,600 are direct-mailed to families with preschool age children. It is also posted year-round on the Minnetonka Community Education website.

MULTIPLE ADVERTISING OPTIONS

- 1/4 Page Vertical (\$150)
- 1/4 Page Horizontal (\$150)
- 1/2 Page (\$250)
- Full Page (\$500)

If you are in need of assistance to create an ad, you may supply us with text, images and logos, and we can create your ad for an additional \$50 design charge.

CONTACT: Molly Bahneman, Preschool & ECFE Coordinator
Molly.Bahneman@minnetonkaschools.org



**AD COMMITMENT AND
ARTWORK DUE BY DECEMBER 1**

SPONSORSHIP OPPORTUNITIES

MINNETONKA MUSIC ACADEMY

MMA offers year-round music programs to preschool, K-12 and adult students; we have over 400 students in piano, voice, guitar, band and orchestra instruments. \$1,250 sponsor investment (one sponsor annually):

- Your advertisement in the spring recital program brochures
- Your logo on the cover of our piano lesson assignment book
- Your logo in the Minnetonka Community Education catalog (3 per year)

**INTERESTED IN THIS OPPORTUNITY?
CONTACT US TO CHECK CURRENT AVAILABILITY.**

CONTACT: Louise Weir, Marketing Specialist
Louise.Weir@minnetonkaschools.org

REC BASKETBALL

MCE has a youth basketball program for grades K-12 (boys and girls) that is very popular with over 2,000 players each year. Sponsorship of this program includes your logo on each T-shirt, coaches shirt and jersey and in all our PR. Sponsorship investment is \$2,250 per year.

**TWO YEAR AGREEMENT REQUIRED.
SPONSORSHIP COMMITMENT DUE SEPTEMBER 1.**



CONTACT: Jenny Bodurka, Director of Community Education
Jenny.Bodurka@minnetonkaschools.org

T-BALL & YOUTH SOCCER

MCE offers both T-ball and soccer for young athletes ages 3-6 each spring and summer. These are popular programs that bring the whole family out to watch or even volunteer coach.

Each program draws over 300 players each year. Sponsorship of this program includes your logo on each T-shirt and in all our PR. Sponsorship investment is \$1,000 per season, per sport.



**INTERESTED IN THIS OPPORTUNITY?
CONTACT US TO CHECK CURRENT AVAILABILITY.**

CONTACT: Jenny Bodurka, Director of Community Education
Jenny.Bodurka@minnetonkaschools.org

SPONSORSHIP & VOLUNTEER OPPORTUNITIES

DESTINATION IMAGINATION

MCE is proud to offer Destination Imagination each winter, a creative problem-solving program that encourages innovation, teamwork, and critical thinking in students of all ages. Teams work together to solve open-ended challenges and present their solutions at regional competitions. Sponsorship of this program includes your logo on team shirts, and promotional materials.

**INTERESTED IN THIS OPPORTUNITY?
CONTACT US TO CHECK CURRENT
AVAILABILITY.**

**CONTACT: Anna Oasheim, Youth
Enrichment Program Manager
[Anna.Oasheim@
minnetonkaschools.org](mailto:Anna.Oasheim@minnetonkaschools.org)**

FIRST LEGO LEAGUE & FIRST TECH CHALLENGE

MCE supports youth robotics through the FIRST LEGO League and FIRST Tech Challenge. These STEM-based competitions challenge students to build, program, and problem-solve as part of a team.

Sponsorship of this program includes your logo on team shirts, and promotional materials.



**INTERESTED IN THIS OPPORTUNITY?
CONTACT US TO CHECK CURRENT
AVAILABILITY.**

**CONTACT: Anna Oasheim, Youth
Enrichment Program Manager
[Anna.Oasheim@
minnetonkaschools.org](mailto:Anna.Oasheim@minnetonkaschools.org)**

VOLUNTEER OPPORTUNITIES FOR YOUR BUSINESS OR ORGANIZATION

Be Part of Tour de Tonka!

Businesses and organizations are invited to host rest stops along the Tour de Tonka route. Hosts provide volunteers to hand out snacks, cheer on riders, and help guide the way—MCE supplies everything else, including volunteer T-shirts.

Hosts may display a banner or sign and share a coupon or flyer in the virtual event packet.

We also welcome volunteers to help along the route at both Tour de Tonka and the Youth Triathlon. It's a fun way to get involved and support the community—great for teams, too!



EVENT SPONSORSHIPS



TONKA TRAIL TROT

This exciting, cross country, one-mile run takes students through the trails and hills on the beautiful campus of MCEC and Deephaven Elementary.

Tonka Trail Trot 2026: Thursday, May 7

Tonka Trail Trot 2027: Thursday, May 6

Sponsorship investment of \$500 includes your name and logo on the event T-Shirt, a flyer or coupon in the Virtual Event Packet, promotion in marketing emails as well as announcements on event day.

**SPONSORSHIP COMMITMENT
DUE BY OCTOBER 1**



CONTACT: Kim Carlson
Kim.Carlson@minnetonkaschools.org



TONKA YOUTH TRIATHLON

This great community run, bike and swim event is open to all boys and girls in grades 2-8 and is held at Minnetonka Middle School East.

Tonka Youth Triathlon 2026: Saturday, May 16

Tonka Youth Triathlon 2027: Saturday, May 15

Sponsorship investment of \$1,000 includes your name and logo on the event T-Shirt and on bike corral banners, flyer or coupon in the Virtual Event Packet, promotion in marketing emails as well as announcements on event day.

**SPONSORSHIP COMMITMENT
DUE BY OCTOBER 1**



CONTACT: Kim Carlson
Kim.Carlson@minnetonkaschools.org



TOUR de TONKA

The annual Tour de Tonka bike ride has become a staple of the west metro community, growing from 819 riders in its inaugural year of 2006 to nearly 3,500 riders annually. Riders from more than 166 Minnesota cities, 73 counties and 44 states have participated in the event. Countless riders from across the state tell us each year that Tour de Tonka is Minnesota's Ride.

Tour de Tonka 2026: Saturday, August 1
Tour de Tonka 2027: Saturday, August 7

We anticipate 2,500-3,500 riders each year. There are several different routes with rest stops along the way. Rest stops provide food, water, music, bathrooms, first aid and of course enthusiastic and helpful volunteers!



CONTACT: Kim Carlson
Kim.Carlson@minnetonka.schools.org

SPONSOR INVESTMENT \$5,000 or \$2,500

**SPONSORSHIP
COMMITMENT
DUE BY
OCTOBER 1**

\$5,000 EVENT MARKETING & EVENT DAY BENEFITS

- Logo, text and link on event website
- Logo on all event emails (10,000+ recipients)
- Custom content/feature in one of the emails
- Logo on participant T-shirts
- Ride day PA announcements
- Finish chute signage (banner)
- Opportunity to provide branded bags for packets (only 1)
- Opportunity to include flyer or coupon in rider virtual packets
- Three complimentary ride entries and event shirts
- Invitation to free Sponsor Appreciation Lunch
- Staff & display your own signage at a rest stop (optional)
- Staff & display your own signage at the vendor fair (optional)
- Opportunity to provide premiums/door prizes

\$2,500 EVENT MARKETING & EVENT DAY BENEFITS

- Smaller logo, text and link on event website
- Smaller logo on all event emails (10,000+ recipients)
- Logo on participant t-shirts
- Ride day PA announcements
- Finish chute signage (banner)
- Opportunity to include item in virtual ride packet
- One complimentary ride entry and event shirt
- Opportunity to provide premiums/door prizes

Other Tour de Tonka Opportunities:

- **Flyer or Coupon in Virtual Rider Packet:** \$75 (free for sponsors)
- **Tour de Tonka Vendor Fair:** Set up a booth at Minnetonka High School on packet pick-up day and/or event day, \$25 (free for sponsors)
- **Bike Mechanics:** Support riders at the event and have your name, text and link on event website, signage at start/finish, opportunity to supply a flyer or coupon in the virtual rider packet and put up your signage at a rest stop.
- **Rest Stop Host:** Rest Stop Hosts are businesses and organizations who provide volunteers to staff the rest stop. This is a great way to get involved with the event and promote your business.
- **Door Prize Contributing Sponsor:** Your business can be part of Tour de Tonka and reach potential customers by donating a door prize. As a contributing sponsor you will be recognized on our website, in virtual rider packets and on event signage.

Minnetonka Community Education is grateful to our partners and sponsors that continue to invest in our quality events, programs and activities.



Chanhausen
Eden Prairie

