

2026 Board of Directors

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Paris Dunning

5/6/2026

Greetings!

This year's ESABA is celebrating 35 years of Marketing, Advocacy, and Education on the East Side. **As a leader in the East Side Business Community, can we count on you to sponsor this year's events and stand by ESABA? Also, consider the many ways your leadership stands out with our organization through these sponsorship options included below.**

This Summer we'll focus on supporting businesses impacted by disruption. Construction on two main corridors Arcade and E7th find us supporting businesses with Mitigation Funds, Special Promotions, and showcases at our events. Your **Annual Sponsorship** supports this and all of ESABA's critical work. Additionally, you can make a special donation to the ESABA Charitable Foundation. We will launch that effort with our Membership Drive June 1.

Our **Gala Sponsors**, help us showcase incredible diversity in featured foods, entertainment, and activities. We'll award our 14th Annual East Side Business Awards and we're looking to our sponsors to join us to host the evening, recognize award winners, and celebrate the next stage of the work to build a better East Side.

By sponsoring ESABA, we invite you to support the positive momentum building within the East Side Business Community. Our goal this year for Gala is to raise \$12,000 to continue our support of women owned businesses, Black businesses, Latina/o and Hmong businesses, and emerging enterprises across the East Side and we need your help to reach those goals!

Sponsorship opportunities are outlined on the next few pages. Event marketing includes the ESABA website, social media, an event mailing, and announcements at our member events and a role to play at the evening event. We hope you can join us in supporting the amazing positive assets – and potential - of the East Side.

Thank you for your consideration and your support of ESABA's mission to "Advocate Success for St. Paul's Diverse East Side Business Community."

Sincerely,



Paris Dunning
Executive Director

ESABA Annual Sponsor Circle Opportunities

Annual Sponsorship Circle Participants for the East Side Area Business Association demonstrate support of the Association's mission "To Create Opportunities, Educate, and Advocate Success for St. Paul's Diverse East Side Business Community" by making an additional investment in ESABA each year. This ongoing investment provides the necessary resources ESABA needs to be an active participant and advocate by sustaining our programming and staff.

Platinum Circle • Annual Investment: \$5,000

All Inclusive Access Pass and Sponsorship! Receive all the Gold Circle benefits with a Platinum designation plus:

- Table of 6 to ESABA gala
- 2 tickets to the Annual Meeting
- 2 tickets to Annual Pub Crawl

Gold Circle Benefits • Annual Investment: \$3,000

- Recognition as a Gold Circle Sponsor with Name and Logo displayed at all meetings and events
- Recognition as a Gold Circle Sponsor on ESABA weekly email
- Table Sponsorship at ESABA's annual meeting, including table sign
- Link and logo on sponsorship page of ESABA's website
- Promotional Sponsorship of one of ESABA's Major Events

Silver Circle Benefits • Annual Investment: \$2,000

- Recognition as a Silver Circle Sponsor with Name and Logo displayed at all monthly meetings
- Logo featured in ESABA weekly email
- Table Sponsorship at ESABA's annual meeting, including table sign and centerpiece
- Link and Logo on sponsorship page of ESABA's website

Bronze Circle Benefits • Annual Investment: \$1,250

- Recognition as a Bronze Circle Sponsor with Name and Logo displayed at all monthly meetings
- Logo featured in ESABA weekly email
- Logo on sponsorship page of ESABA's website

**In addition to the outlined benefits below, note that sponsors have potential for (periodic) recognition on our website and social media communications.*

**ESABA Annual Gala
Online Launch
In Person Gala – Carpenter's Union Hall**

Gala Contributors

Silent Auction - Contribute an item or service valued at \$50 - \$500.

- Recognition at the Silent Auction
- Social Media coverage of the auction will advertise contributors
- Featured at our Gala Launch virtual event

Gift Card Drawings – Contribute a \$25-\$100 gift certificate to be won during the event

Wine Throw – Contribute bottles of wine – your organization will be recognized at the wine throw

Presenting Sponsors

Gateway - \$950 (6 available)

Be recognized as a premier supporter.

- **8 tickets to the event – reserved seating for the presentation**
- Prominent logo placement on invitations and event materials – 1 mailing plus e-invitations
- Social Media Spot – dedicated post to honor sponsor
- Recognition during event program
- Sponsor a feature of the event like one of our games, speakers, food vendors
- Present the **East Side Business Awards** at the in-person event

Foundation - \$650

- **6 tickets for the event**
- Logo on invitation and event materials – mailing plus e-invitations
- Recognition during event program
- Present the **East Side Business Awards** at the in-person event

Participating Sponsors

Silent Auction Sponsor - \$500

Game sponsor - \$250

East Side Business Awards Sponsor - \$500

Food & Beverage Sponsor - \$1200

Benefits for Participating Sponsors:

- 2 tickets
- Appropriate logo signage at the event (at Silent Auction tables, with the food vendors)
- Shout out from the event podium
- Follow-up as a featured sponsor in posts related to this area
- Help us present or facilitate activities

Paris to secure your sponsorship: 952-994-3746 // paris@esaba.org

Yolanda Davis for Gala Food, GCs, Auction: 651-434-9953 // ymdavis5@gmail.com

ESABA: Special Sponsorships – Events and Orbiter Coupon Book

Networking @ the Saints Game – \$400 - An August Picnic in the Ballpark

- 2 free tickets
- **Logo on the back of the ESABA Saints Event t-shirt**
- Promotion in Event materials – social, website, e-news, event placards
- Acknowledged at the game – **Jumbotron visual of sponsor logos**, verbal announcement welcoming “ESABA and their Sponsors”

Annual Meeting – \$350

- 4 free Tickets
- Logo and name on our print postcard, posters, and website promotion
- Table with placard at Event
- **Sponsor a feature of the meeting** – Announcements, Featured Speaker, Business of the Year Recognition

Holiday Party - \$350

- Logo and name on our print postcard, posters, and website promotion
- **Help with selection and collection for an East Side Nonprofit**
- Acknowledgement at Event and in social media for the event
- Co-Host the event – Announcement at the Event

East Side Orbiter Coupon Book (350 distributed) - \$400

- 6 Copies for you to distribute to your contacts
- **Published sponsor page on the inside cover of the book**
- Promotion in our E-newsletter
- Sponsorship post on our social media
- Cross promotion at our Annual Meeting, Fish Fry, Pub Crawl and Saints Networking
- Featured in our monthly Coffee Breaks in the first Quarter of the year