

A group of children are gathered in a grassy field, holding a large, colorful rainbow parachute. The parachute is spread out on the ground, and a basket of colorful balloons is placed in the center. The children are dressed in casual summer clothing, and the scene is set outdoors with trees and a building in the background.

The Northland's New Signature Family Event

WILD ROSE
Family Expo
2026

Sponsorship & Partnership
Opportunities

Saturday, May 16, 2026

Duluth Entertainment Convention Center

Produced by Wild Rose Company, LLC

WILD ROSE Family Expo

Stronger Families. Together. DULUTH, MN 2026

Mission, Vision, & Core Values

Mission

To connect children and families with the resources, opportunities, and experiences that support their growth and well-being, while strengthening the community that helps raise and support them.

Vision

To establish the Wild Rose Family Expo as the Northland's signature annual event dedicated to strengthening families, supporting children, and fostering lasting community connection for generations to come.

Core Values

Children First

Every decision begins with what serves the well-being, safety, and positive experience of children.

Family Support

We believe strong families build strong communities, and we are committed to supporting parents, caregivers, and guardians in their vital role.

Community Connection

We bring together local organizations, businesses, and families to build meaningful relationships and strengthen the fabric of our region.

Accessibility and Inclusion

We strive to create an event that is welcoming, affordable, and accessible to families of all backgrounds.

Integrity and Stewardship

We honor the trust placed in us by our partners, sponsors, and families by producing an event with professionalism, purpose, and lasting community impact.



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Audience & Event Overview

The Wild Rose Family Expo is designed to bring together families, community organizations, and businesses that support children and parents across the Duluth–Superior region.

The event creates a space where families can explore programs, discover resources, and engage with organizations that help children thrive.

Who Will Attend

- Families with children from across the Duluth–Superior region
- Parents and caregivers seeking programs, services, and activities
- Educators, youth program leaders, and community organizations
- Local businesses serving children and families

Projected Attendance

- 3,000+ families from Duluth, Superior, and surrounding communities
- Full-day event at the Duluth Entertainment Convention Center (DECC)
- Regional marketing campaign including digital, social media, and community outreach

Event Highlights

- Interactive family activities and experiences
- Children’s play zones and hands-on demonstrations
- Youth programs, camps, sports, and education resources
- Family health and wellness organizations
- Local businesses and community organizations



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Premier Opportunity

Presenting Sponsor

Exclusive | \$45,000

Be the face of the inaugural Wild Rose Family Expo and align your brand with families, community connection, and one of the region's newest signature events.

Sponsorship Includes:

- Exclusive Presenting Sponsor designation
- Exclusive presentation room with up to 8 classroom sessions
- “Wild Rose Family Expo presented by [Your Brand/Name]”
- Premier logo placement on all marketing materials
 - Website
 - Social media
 - Digital & print advertising
 - Email campaigns
- Premium booth placement 4 Booths total
- Prominent on-site signage at entrances and high-traffic areas
- Inclusion in press releases and media mentions
- First right of refusal for future Wild Rose Family Expo events

Ideal for: Healthcare systems, financial institutions, major retailers, regional brands

Projected Reach

- 3,000–6,000 expected attendees
- Families from Duluth, Superior, and surrounding communities
- Regional marketing campaign (digital, print, social media)
- Partnerships with community organizations and youth programs
- Full-day family engagement at the DECC

Limited to one presenting sponsor.



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Fun Zone Sponsorship

Exclusive | \$20,000

Own the most energetic and memorable space of the event.

Sponsorship Includes:

- Naming rights to the Kids Area
- “Kids Area provided by [Your Brand]”
- Prominent signage and branding within the Kids Area
- Logo placement on event marketing and website
- Social media mentions promoting the Kids Area
- Opportunity for hands-on brand interaction with families
- Booth placement located in Fun Zone

Ideal for: Child-focused brands, healthcare, education, enrichment programs, family services



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Tween & Teen Lounge Sponsorship Exclusive | \$15,000

A modern, comfortable space designed specifically for tweens and teens to relax, recharge, and connect – while parents explore the expo.

Sponsorship Includes:

- Naming rights to the Tween & Teen Lounge
- “Tween & Teen Lounge provided by [Your Brand]”
- Prominent logo placement throughout the lounge
- Recognition on event website and marketing materials
- Social media promotion highlighting the lounge
- Opportunity for subtle brand integration:
- Charging station branding
- Seating signage
- Booth space included or nearby placement

Ideal for: Tech & telecom companies, Wireless providers, Financial institutions (youth accounts), Automotive brands, Retail & lifestyle brands, Education & career-path programs, Health & wellness organizations



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Parking Sponsorship

Exclusive | \$25,000

Be the first brand families see when they arrive.

Sponsorship Includes:

- Exclusive Parking Sponsor designation
- Logo placement on parking signage and wayfinding
- Recognition on event website and select marketing
- Social media mentions highlighting your sponsorship
- Opportunity to place branded materials or signage at parking entry points
- Booth space included

Ideal for: Automotive, insurance, home services, financial institutions



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Door Admission Sponsorship

2 Available | \$30,000

Be front and center at the main point of entry.

Sponsorship Includes:

- Branding at main admission entrance
- Logo placement on admission signage
- Recognition on website and marketing materials
- Social media mentions leading up to the event
- Booth space included (x4)
- Up to 4 Breakout session times
- Option for staff or brand presence at admission area

Ideal for: Healthcare, financial institutions, large family-focused brands



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Gold Sponsorship

5 Available | \$7,500

High-visibility sponsorship with strong family engagement.

Sponsorship Includes:

- Gold Sponsor recognition across event marketing
- Logo placement on:
 - Event website
 - Social media promotions
 - Email campaigns
- Prime booth placement (x2)
- On-site signage recognition
- Up to 2 Breakout Sessions
- Category exclusivity (one sponsor per industry)



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Silver Sponsorship

5 Available | \$3,000

A strong presence at a highly attended family event.

Sponsorship Includes:

- Silver Sponsor recognition on:
 - Event website
 - Select social media posts
- Booth space included
- On-site signage recognition
- 1 Breakout Session
- Opportunity to engage families directly at your booth



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Community/Non-Profit

15 Available | \$1,000

Support families while promoting your mission.

Sponsorship Includes:

- Community Partner recognition
- 1 Standard Booth space included
- Logo placement on event website
- Opportunity to connect directly with families and share resources

Ideal for: Nonprofits, schools, youth programs, community organizations



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Swag Bag Sponsor

Exclusive | \$7,500

Put your brand directly into families' hands.

Sponsorship Includes:

- Logo placement on 2,000 official Wild Rose Family Expo bags
- Recognition on event website
- Opportunity to include branded materials inside the bag
- High-value, take-home brand exposure



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Bag Stuffer

75 Available | \$100

High-Visibility, High-Impact Brand Exposure

A cost-effective way to put your brand directly into the hands of 2,000 local families.

Includes:

- Placement of one promotional item or flyer inside 2,000 official event attendee bags
- Guaranteed exposure to every family attending the event
- Direct take-home marketing opportunity

Sponsor Responsibilities:

- Sponsor must provide all printed materials or promotional items
- A total of 2,000 units must be supplied

Delivery Deadline:

Materials must be delivered no later than **May 15, 2026 at 10:00 AM**

Delivery Location Options:

Option 1:

Wild Rose at Norway Hall Event Center
21A N Lake Ave.
Duluth, MN 55802

Option 2:

DECC
350 Harbor Dr
Duluth MN 55802

