

# We need your help!

## 2025 Meander

Upper Minnesota River Art Crawl

Fri, Oct 3  
12-6pm

Sat, Oct 4  
9am-6pm

Sun, Oct 5  
9am-4pm

This year will mark **22 years of Meander!** We can safely say that more people know about our area, more people have visited our area, and more people have spent money in our area because of the Meander. We are extremely proud of our event, which has been called the premier art crawl in Greater Minnesota.

**We need your help!** Your sponsorship helps us advertise this event far and wide. We want to get the word out to even more people about this event and our area. Plus, each year our economic impact grows!

At a level of \$200 or above, sponsors will be listed on the Meander website and advertised in 18,000 copies of the Meander brochure that are distributed to a select customer base throughout the Midwest.

**Your listing in the Meander brochure and website DOES work.** This is the main source for Meander customers looking for a place to eat, things to do, or lodging for the weekend.

Participating businesses that offered specials or other incentives reported **a week's worth of business in just two days!**

### Support the Upper Minnesota River Valley's best-known art event!

Please return the enclosed form by February 26, 2025

## 2024 Meander Economic Impact



88% of customers said their overall experience was excellent

95%

Plan to attend again next year

\$125,718

total art sales during the Meander

50%

Did not attend last year



An average per visitor:  
\$49 on food/gas  
\$29 on lodging  
\$18 on shopping, other than art

36%

Came from within 5-county area

Between 100 and 900 art enthusiasts were reported to have visited each of the sites, with an average in the 355 range. On average, Meander event-goers visited 11 studios during the weekend.

17%

Came from out of state

In all, 81 percent of the customers surveyed said the art was excellent. The overall average for art sales per artist was \$2,993. Money raised to organize the Meander through sponsors and artists was spent on products or services (printing, paper, advertising, graphic design, staffing) in the five-county area. Meander spent nearly \$14,007 on advertising in 2024.



The Meander has emerged as a quality "brand" for our region, one that your business or organization can be proud to be associated with!

## Help us continue this success and become a 2025 Meander Sponsor!

Your sponsorship helps pay for increased advertising in places like Minnesota Public Radio and the Star Tribune.

Here are a few places we advertised in 2024:

- Pioneer Public TV
- Minnesota Public Radio
- Star Tribune
- West Central Tribune
- Mankato Free Press
- Sioux Falls Argus Leader
- Plus many local and regional papers and radio stations!



## Ways you can help support Meander

- ☐ **Patron of the Meander, \$1000 or more**
- Name of establishment, phone number and website listed in Meander brochure in color
  - Listed on our website with LOGO, a 20 word description and hyperlink
- ☐ **Major Sponsor, \$500**
- Name of establishment, phone number and website listed in Meander brochure in color
  - Listed on our website with a 20 word description and hyperlink
- ☐ **Business Sponsor, \$200**
- Name of establishment, phone number and website listed in Meander brochure
  - Listed on our website with a 20 word description and hyperlink
- ☐ I would like to make a donation of less than \$200 to support arts & culture in our area! I also recognize I will not specifically be listed in the Meander brochure. My name/business will be listed on the website.

*Please print your information exactly as you want it to appear in the Meander brochure.*

Business /Organization Name

(Name only will be listed in Meander brochure listing): \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

*Please create a 120 character to be used on the Meander website.*

*Listing must fit within two lines, including contact info. Dining and Lodging will receive three lines.*

Contact Person (for billing purposes only): \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address (for contact purposes only): \_\_\_\_\_

Please return this form along with payment by **February 26, 2025** to:

*Meander*

Upper Minnesota Valley Regional Development Commission (UMVRDC)  
323 West Schlieman Ave., Appleton MN 56208

Questions? Call 320-289-1981

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