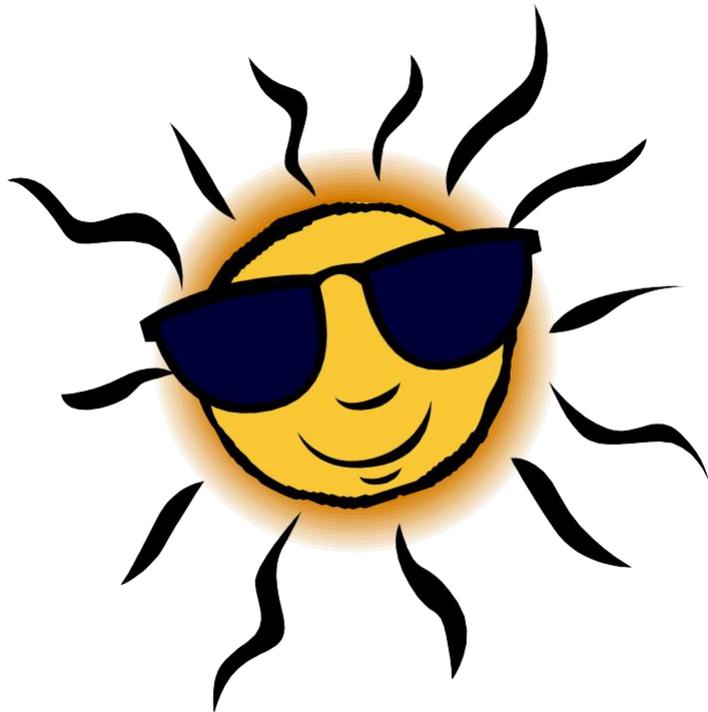


A Salsa-Licious Celebration



Become a Sponsor!

Impact MANY local nonprofits at once.

Create positive community image.

Promote products and/or services to 400+ event attendees.



Event Sponsorship FAQ

What is the Salsa-licious Celebration?

Dozens of Red Wing area nonprofit organizations have competed in this annual salsa competition. The festive community event is open to the public and features salsa tasting, games, margaritas, beer, and friend-raising galore!

What makes this fundraiser different from the rest?

This event benefits MANY local nonprofits. By bringing together dozens of groups, hundreds of attendees, and several varied funding partners, we've raised an average of over \$40,000 per year since our first event in 2013.

Who is the target audience?

The event targets a diverse group of community members, ranging in age from kids on up. Not including the COVID years, of course, attendance has regularly exceeded 400 annually.

When and Where is the Event?

Save the date for Tuesday, April 7th, 2026. The event will be held in The Summit of the St. James Hotel, who along with Red Wing Shoe is one of the proud sponsors of this event.

Why Should I Sponsor?

Sponsorship allows you to reach a large group of local consumers while simultaneously supporting many local, worthy causes. An initial portion of your sponsorship covers the cost of the event, and all remaining proceeds from that sponsorship, ticket sales, food sales and games go directly to the participating nonprofit organizations.

In addition, your company logo and information will be included in event marketing and promotional materials, press releases and social media advertising. Please review the enclosed sponsorship plans for more details.

Questions?

Please contact Ethan Seaberg at 651.380.4817 or eastendofredwing@msn.com if you have questions or would like to discuss your ideas for a tailored sponsorship plan.



Sponsorship Levels

Ghost Pepper Sponsorship \$750

- Sponsor name & large logo included on official banner and event materials
- Recognition on all radio, print, web & social media advertising
- Sponsor banners/signage posted at entrance to event
- Opportunity to host a booth and/or distribute promotional items to event attendees
- Includes fifteen (15) complimentary admission tickets to the event
- Company representative may serve as a competition judge

Habanero Pepper Sponsorship \$500

- Sponsor name & medium logo included on event materials
- Recognition on all radio, print, web & social media advertising
- Sponsor signage posted at event
- Includes ten (10) complimentary admission tickets to the event
- Enter a salsa into the competition with no entry fee (\$100 value)

Jalapeño Pepper Sponsorship \$250

- Sponsor name & small logo included on event materials (posters, flyers, ballots, etc.)
- Recognition on all radio, print, web & social media advertising
- Includes five (5) complimentary admission tickets to the event
- Enter a salsa into the competition for 50% off the entry fee (regularly \$100)



Sponsorship Sign Up

Thank you for your consideration of the Salsalicious sponsorship opportunities.

Please select the level that best fits your company and contact Barb Seaberg at 651-388-6109 or bjseaberg@yahoo.com with the below information by **February 20th, 2026**.

- Business Name
- Sponsorship Level Chosen
- Contact Person Name
- Address
- Phone Number
- Email Address
- If you wish to enter a salsa into the competition (some restrictions apply)
- The name of the employee you wish to designate as a competition judge (\$750 sponsorship level only)

Thank you for your support.

We look forward to hearing from you soon!