



Joy Collaborative presents:

JOY MOBILE ON A STICK

PARTNERSHIP OPPORTUNITY

Joy Collaborative has the unique opportunity to participate as a new vendor to the 2024 Minnesota State Fair.

We are inviting groups to join us at the Joy Mobile at the Great Minnesota Get Together from August 22 through September 2nd.

ANNUAL CHAMPION SPONSOR

\$50,000

1 available

Review benefits package customized to your needs

2024 STATE FAIR EXCLUSIVE SPONSOR

\$25,000

1 available

JOY DAY SPONSOR

\$2,000

12 available

Sponsorship donations are 100% tax deductible

EMPLOYEE ENGAGEMENT OPPORTUNITY

16 staff required / day covering 3 hour shifts

8:30am-9:30pm



JOY MOBILE ON A STICK | COME BE A SUPER FAN!



The Joy Mobile provides the overstimulated a destination to reset and refresh while caregivers witness the positive impact on their loved ones. Its calming environment fosters a sense of inclusion and its mobility expands the reach of Joy Collaborative's services.

WHERE

Join us at the Great Minnesota Get Together 2024!
We are adjacent to the Miracle of Life stage.

WHO

Volunteer groups of 16 people are needed to cover 4 shifts though a day
Sponsors are needed to cover our costs and support future Joy Mobile appearances. Volunteers must be at least 16 years old.

WHAT

Hybrid training, branded t-shirts and "Joy Mobile on a Stick" fans will be provided at training sessions. The first (or largest\$??) lead sponsor will benefit from a professional "why" statement video take in their office.

WHEN

The 2024 State Fair runs August 22-Sept 2nd. Operating hours are 8:30am-9:30pm. Trainings will be scheduled early to mid-August with the Joy Mobile present when possible. Sadly, the State Fair does not provide complimentary parking passes or entrance tickets.

SUCCESS

We are developing an email and social media campaign to launch prior to the Fair. We will preview with your team to make sure the messaging is inline with your brand. Multiple emails will be sent to our 4,000+ contacts.

We have heard loud and clear from the community. They would like to have more Joy Mobiles at events. As such, sponsors are invited to get on the ground floor with us as we look towards expansion with more Joy Mobile units coming in the next year.





JOY MOBILE ON A STICK | COME BE A SUPER FAN!



SPONSOR BENEFITS

The Joy Mobile on a Stick program benefits include:

JOY MOBILE

As a new venture, your support will cover staffing, maintenance and event appearances at local Twin Cities events. Your support at this early stage gets you an early seat at the table as we move towards licensure and expansion of the brand.

A separate and unique benefits package will be created for those interested in sponsoring a Joy Room.

NEW VENDOR MEDIA EXPOSURE

We are working with the Fair as new experiences are heavily marketed. When possible, we will schedule interview times for media coverage with key leaders of your company. All sponsor logos will be posted to the Joy Mobile website prior to the Fair's mid-August announcements of new offerings, along with an email campaign introducing the partnership.

SOCIAL MEDIA PROGRAM

Photos of pre-, post- and day-of activities will be shared with our, and your, social media team along with hashtags and a references back to the Joy Mobile website where donations are requested and sponsors are recognized. Specific recording setting recommendations will be shared at the training sessions to maximize the quality of everyone's shared content.

LEAD SPONSOR "WHY" VIDEO

Video to be used as the lead Sponsor for use your own and Joy Collaborative email marketing, website, social media applications. Video to be 1-2 minutes in length recorded in high resolution and sound quality.

LIMITS

The cost to entry for a nonprofit is significant. As such, we are asking for financial sponsorship (2 year?) min amount? Note that the Fair does not allow logo wear or sponsor signage within our space. Hence our desire to share images with you before, during and after the event.

TRAINING

In person, pre-recorded and printed training guides will be shared with Volunteer Leads to provide the best possible volunteer experience. Sessions will cover the mission of Joy Collaborative and the genesis of the Joy Mobile. We will share testimonials and share our stories of Joy Mobile guests. We will cover volunteer parking, site map, Fair protocol, and Joy Mobile volunteer roles and expectations.

MINNESOTA STATISTICS



1:34 youth are diagnosed with Autism Spectrum Disorder



5 - 16% of the population has sensory processing challenges



40,000 are physically disabled



The MN State Fair welcomed 1.8 million visitors in 2023, with an estimated 4,000 guests anticipated to visit the Joy Mobile.



MISSION

We create empowering spaces for youth with life-limiting conditions.

VISION

Our vision is for children with life-limiting conditions to experience pure joy and thrive, embracing the fullness of life.

MINNESOTA STATISTICS



20%
of Minnesota's youth under 18 are
living with a disability



145,893
youth live in the 7-county metro
area



1 in 6
have a Developmental Disability



40,000
are physically disabled



11%
is the Minnesota youth poverty rate



6,000
is the number of daily homeless

ABOUT JOY COLLABORATIVE

Joy Collaborative, founded in 2020 and a nonprofit based in Minneapolis, Minnesota, is dedicated to championing youth with life-limiting medical conditions. We bridge the gap between care provided in a home or clinic setting and build one-of-a-kind environments that bring delight, enhance independence, create community, and foster well-being. Our goal is to create a significant and enduring effect on the lives of those we serve, transforming how we provide care and support to these brave young individuals.

JOY PROGRAMMING

JOY ROOM offers comprehensive, no-cost renovations through generous in-kind donations of goods and services to build a functional and magical space for youth with life-limiting conditions. Eligibility is based on low-income qualifications, ensuring those in need benefit from our transformative and uplifting spaces. Limit our radius to 50 miles from the Twin Cities.

JOY AT HOME offers a two-phased approach to single-family renovations tailored for individuals or families who do not meet the low-income threshold and seek to create a vibrant space. The process starts with an initial consultation. Here, our Joy Squad crafts ideas, specifications, and diagrams for a DIY implementation, making it easy and less costly for the homeowner and bringing their vision to life. Phase two provides a complete renovation package, customizing the design service to each project's scope and complexity, ensuring a seamless experience from design studies to demolition and rebuild.

JOY COMMUNITY revitalizes hospital spaces, clinics, schools, rehab centers, transitional housing, retail, hospitality, and entertainment venues. We design our customized services to uplift and transform these shared public spaces, meeting the unique needs of each community. We roll our sleeves up with program leadership to develop a collaborative approach, identifying funding opportunities and creating strategies for success.

JOY MOBILE is a unique initiative offering relief for those overwhelmed and needing sensory relief to regulate and recharge. In collaboration with special needs families, we developed this one-stop sensory experience to address the pressing need for inclusive public events. Sensory experiences include a variety of acoustic, visual, and tactile experiences.

Joy Mobile is in high demand and sought after as a distinctive and inclusive guest experience at major events like the Taste of MN and the MN State Fair. It offers companies sponsorship opportunities and a direct means of deep engagement with their audience.