

New Resident Welcome



When: May and September 2026

Who: 50+ residents who have relocated to Grinnell in the last 12-18 months. Vendor booths at the event represent over 40 businesses and organizations.

Sponsorship Overview: The New Resident Welcome embraces newly relocated residents in Grinnell while providing businesses and organizations the opportunity to introduce themselves to an engaged audience. Sponsors can showcase their products and services, build local business loyalty, and help new residents feel more connected to Grinnell. Open to the general community, the event seeks to promote Grinnell as the best community to live, learn, work, and play.



Marketing & Communication Statistics for 2025:

- **Facebook Marketing:**

- Average views: 7358 (*sponsor articles*: 10482)
- Average reach: 3421 accounts

- **Instagram Marketing (1,836 followers):**

- Average views: 1314
- Average reach: 440 accounts

- **General Communications:**

- Grinnell Herald-Register mentions: 3
- Community Newsletter mentions: 9





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	Presenting	Welcome	Goodie Bag	Supporting	Small Business
Marketing and Communications					
Named as Presenting sponsor in all communications	•				
Receive email addresses of attendees	•				
Special "sponsor spotlight" article and social media post highlighting business and event	•	•	•		
Number of complimentary sponsored newsletter articles	4	3	2	1	
Name mentioned in media communications	•	•	•	•	•
Logo used on all digital marketing and website materials	•	•	•	•	Name Only
Logo on event signage and posters	•	•	•	•	Name Only

Sponsorship benefits continued on the next page.



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	Presenting	Welcome	Goodie Bag	Supporting	Small Business
Community Presence					
Opportunity to have staff member greet residents as they check in	.				
Vendor booth with prime location near the park shelter	.	.			
Opportunity to include extra materials in attendee bags	.	.	.		
Other					
Number of vendor booths/meals included	1/2	1/2	1/2	1/2	1/1
First right of renewal for 2027	.				
Investment	\$3991	\$1,541	\$838	\$238 spring or fall	\$98 spring or fall
No. Sold/Total No. Available	0/1	0/2	0/2	0/3	0/3