
**2020
Minnesota
Holiday
Lights
Guide
Partnership**



www.givemethemike.com



About Mike Marcotte

- Native Minnesotan
- Downtown Minneapolis resident
- Full-time nonprofit events planner
- Freelance adjudicator for Guinness World Records



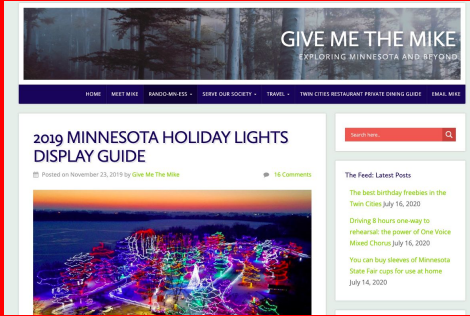
Social media reach (updated July 2020)

- 3.7k Twitter followers
- 3.5k Facebook fans
- 2.1k Instagram followers



Mike's website, Give Me The Mike

- Launched May 2017
 - Covers the best of Minnesota & travel
 - All-time page views: 428,000+ (as of July 2020)
 - All-time visitors: 306,000+ (as of July 2020)
 - Most monthly views: 80,296 (December 2019)
 - Most popular post: "2019 Minnesota Holiday Lights Display Guide" -- 82,000+ views (as of July 2020)
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2020 Minnesota Holiday Lights Guide

- 2019 guide has 82,000+ page clicks (July 2020)
 - 384% increase over previous year
- The 2019 guide is the Featured Snippet on Google for “Christmas light displays mn 2019” and “holiday light shows mn”
- Will launch Sunday, November 15, 2020



christmas light displays mn 2019



All



Shopping



Images



News



Videos



More

Settings

Tools

About 2,860,000 results (0.63 seconds)



2019 Minnesota Holiday Lights Display Guide

- Sam's Christmas Village & Light Tour is home to more than 4 million Christmas lights! ...
- Sam's Christmas Village & Light Tour. ...
- Carter Christmas Lights Show. ...
- Cairl Family Christmas Lights. ...
- Lights on Flagstaff. ...
- Durrant Family Lights. ...
- Christmas on Savanna. ...
- Winter Lights at the Minnesota Landscape Arboretum.

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holiday light shows mn



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About 9,790,000 results (0.75 seconds)



2019 Minnesota Holiday Lights Display Guide

- Sam's **Christmas Village & Light Tour** is home to more than 4 million **Christmas lights!** ...
- Sam's **Christmas Village & Light Tour.** ...
- Carter **Christmas Lights Show.** ...
- Cairl Family **Christmas Lights.** ...
- **Lights** on Flagstaff. ...
- Durrant Family **Lights.** ...
- **Christmas** on Savanna. ...
- Winter **Lights** at the **Minnesota** Landscape Arboretum.

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[Holiday Light Shows in the Twin Cities & Surrounding Area](#)

2020 Lights Guide Sponsorship Opportunities

- Title Sponsor: (CLAIMED FOR 2020)
 - Presenting Sponsors: 5 spots available
 - Stocking Stuffer Sponsors: 4 spots available
-

Presenting Sponsor Benefits

- Logo and link to website displayed on Guide
- Mention in press release to Minnesota media
- Listing of light display near top of Guide (if applicable)
- Opportunity to participate in Stocking Stuffer giveaway
- Metrics on performance of Guide provided after 1/1/21

Cost: \$300

Stocking Stuffer Sponsor Benefits

- Mention(s) on Give Me The Mike social media channels
- Logo placement on Guide when contest is active
- Listing of light display near top of Guide (if applicable)

Cost: \$100 + giveaway valued at \$100 to \$299

Connect with Mike



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