

our streets

# OPEN STREETS MPLS™

## Sponsorship Opportunity Guide



**2026 Season**

proudly presenting

**Open Streets Lyndale**

and

**Open Streets Cedarfest**

## our streets

# Revive Open Streets Minneapolis™

Since launching the event series in 2011, **Our Streets** has proudly hosted over 60 **Open Streets Minneapolis** events, transforming city streets into vibrant, car-free spaces where communities come together. These events have welcomed thousands of attendees, featured hundreds of local artists and vendors, and created joyful, inclusive public spaces where people can walk, bike, roll, and connect.

This year, **Open Streets Minneapolis will return** with our keystone event, Open Streets Lyndale, and with Open Streets Cedarfest, a historic festival revival and emerging community favorite. As an independent organizer, Our Streets is committed to reimagining Open Streets as a community-driven initiative that reflects the voices, needs, and creativity of Minneapolis residents.



## How does Our Streets make Open Streets special?

At Our Streets, we believe Open Streets is more than an event — it's a movement toward a city where people come first.



### Equity

Every community partner, artist, and small business contributing to Open Streets is **valued and compensated** for their work.



### Accessibility

Open Streets is a space where new ideas and local enterprises can take root, with **resources, support, and guidance** for those who need it.



### Inclusion

We work with grassroots organizations to provide **culturally-relevant programming, language assistance, and community-centered safety** without policing.

# Open Streets Minneapolis™ by the numbers

Open Streets is a decades-long community affair with wide reaching support.

280

Average number of vendors, artists, businesses and placemakers per event

10K

Average number of attendees per event

64

Total Open Streets Minneapolis events hosted by Our Streets between 2011 and 2023.



## The 2026 season will set the stage for the future of Open Streets by:

- **Prioritizing community leadership** ensuring that neighborhood groups, small businesses, and artists are at the heart of every event.
- **Enhancing accessibility** so everyone, regardless of background or ability, can fully enjoy and participate
- **Fairly compensating contributors** because the work of organizing, performing, and creating deserves to be valued
- **Creating safer, welcoming spaces** where families, friends, and neighbors can celebrate and connect with one another.

**OPEN STREETS MPLS™**

# Sponsorship Opportunities

We invite organizations and businesses to support Open Streets Minneapolis as **sponsors** to help bring this beloved community tradition back to life.

**Supporter / Supporter +** **\$500 / \$750**

---

- One Open Streets Minneapolis 2026 artist-designed t-shirt
- Name recognition on sponsor webpage
- PLUS ONLY: Complementary 10'x10' booth space at one event

**Friend** **\$1,000**

---

- Name recognition on sponsor webpage
- One Open Streets Minneapolis 2026 artist-designed t-shirt
- 10'x20' booth space at one event OR 10'x10' booth space at both events

**Ally** **\$2,500**

---

- Name recognition on sponsor webpage
- Named in one Ally sponsor level post on socials
- Two Open Streets Minneapolis 2026 artist-designed t-shirts
- 10'x20' booth space at one event OR 10'x10' booth space at both events

**Advocate** **\$5,000**

---

- Name recognition on Open Streets Minneapolis homepage
- All Ally Sponsor level benefits

**Leader** **\$10,000**

---

- Name feature on printed event guides
- Logo recognition on sponsor webpage
- All Advocate Sponsor level benefits

# our streets

## Changemaker

**\$20,000**

- Name feature on select Open Streets Minneapolis promotions
- Name feature on printed event guides
- Logo recognition on Open Streets Minneapolis homepage
- Logo recognition on sponsor webpage
- One solo feature post on socials
- Five Open Streets Minneapolis 2026 artist-designed t-shirts
- Half block booth space at one event OR 10'x20' booth space at both events

## Bronze Presenter

**\$35,000**

- Logo feature on select Open Streets Minneapolis promotions
- Logo feature on printed event guides
- Ten Open Streets Minneapolis 2026 artist-designed t-shirts
- All Changemaker Sponsor benefits

## Silver Presenter

**\$50,000**

- Named in press release
- Named in email engagement leading up to the event
- Full block booth space at one event OR half block booth space at both events
- All Bronze Presenter benefits

## Gold Presenter

**\$75,000**

- Logo in press release
- Logo in email engagement leading up to the event
- Full block booth space at both events
- All Silver Presenter benefits

## Platinum Presenter

**\$100,000**

- Exclusive title co-branding with Our Streets on all event materials
- All Gold Presenter benefits

# OPEN STREETS MPLS™

## Join us in reviving Open Streets Minneapolis™!

Open Streets Minneapolis™ is more than a festival — it's a **vision for a connected, people-centered future** where our streets are spaces for joy, movement, and community. With your support, we can bring this powerful event back, creating unforgettable experiences for all who call Minneapolis home.



our streets

[ourstreetsmn.org](http://ourstreetsmn.org)

José Antonio Zayas Cabán  
[jose@ourstreetsmn.org](mailto:jose@ourstreetsmn.org)