



Dear Local Business Partner,

The 2026 Stiftungsfest and Parade Committee invites you to participate in a truly special community tradition and Minnesota's Oldest Celebration – the **165th Stiftungsfest Celebration**, taking place **August 27–30, 2026**. This milestone event honors our rich German heritage and traditions while bringing together old friends, new friends, families, and visitors for four days of fun, connection, and celebration!

Stiftungsfest has long been a cornerstone of our community, celebrating hard work, hospitality, and the traditions passed down through generations. Throughout the weekend, guests will enjoy a wide variety of events held across multiple parks and venues. Thursday night kicks off with Family Night – kids pedal pull, games, Ninja Everywhere, and Jenn Bostic – all sponsored by local churches. The next three days are celebrating the “Ziggy Zaggy Ziggy Zaggy’s” of live music, softball, burgers, brats and bebies, car show, craft show, kickball, bean bag tourney, Puzzle & Guzzle contest, Ambassador coronation, and—of course—the parade!!

This is where the generosity of our local business community plays a vital role...

We are asking businesses to consider becoming a **Stiftungsfest Sponsor**, helping us bring high-quality parade and weekend events to life. Sponsorship is a meaningful way to promote your business, demonstrate community pride, and support a beloved tradition. All sponsorship levels aid us to provide a weekend full of activities and entertainment. Even more importantly, **100% of the proceeds from Stiftungsfest benefit the NYA Fire Department!**

Okay, let's talk parade...

Stiftungsfest parades are truly unique! Held only once every five years, these parades are known for their emphasis on **entertainment and quality**. All parade units must be of entertainment value—no units are allowed solely for advertising purposes (or politics!). We take great pride in showcasing exceptional businesses, musical units, antique vehicles, and other creative and entertaining entries that make this parade unlike any other.

Also enclosed with the sponsorship opportunities is information on how to sign up for a parade entry of your own. Please respond by **July 15, 2026**.

Thank you for considering support of the **165th Stiftungsfest Celebration**. Small-town celebrations like Stiftungsfest succeed because of the generosity and support of businesses like yours! We look forward to making this a memorable and successful event for our entire community. We hope you join us for the food, fun, and festivities throughout the weekend! See you at the 'fest!

Guten Tag!

*The 2026 Stiftungsfest & Parade Committee
Norwood Young America*

**Visit www.stiftungsfest.org
for the latest event
schedule!**