

## Sponsorship Opportunity Benefit Details:

Please refer to the Membership and Sponsorship Brochure for pricing and package opportunities. Please note that these are event plans at the time of print and are subject to change.

### Overall Downtown District Sponsor:

- Your logo included as a Downtown District Sponsor on annual advertising and website.
- Recognized as a leader in investing in our downtown district.

### Night on the Town:

- Annual Sponsorship:
  - Your logo included in posters, facebook events and other advertising specifically for Night on the Town.
  - Signage around town with your logo during all 12 Night on the Town Events.
  - Your logo on the Night on the Town website page as a sponsor.
- Chalk Art Sponsorship:
  - Before each summer month of Night on the Town (May- Oct) five local artists create chalk art along the sidewalks of downtown. For one month of Night on the Town your logo will be incorporated in each of the 5 art pieces.
- Pedicab Sponsorship:- *CURRENTLY TBD based on availability of Pedi Cabs*
  - During each summer month of Night on the Town (May- Oct) two FREE pedicabs will be available for the public for FREE. There are several pick up and drop off locations around town.
  - For one month of Night on the Town your logo will be printed on a sign located on the pedicabs (2) that transport guests around town for the evening.

### Bloomin' Hearts:

- Large planter pots will be placed around Downtown along with hanging baskets along Lincoln between 4<sup>th</sup> and 5<sup>th</sup> Street. When you sponsor one of these arrangements it helps support the cost of planting, watering and maintaining them for the full summer season.
- In return you will receive a "stake in the ground" recognizing your business for your sponsorship in the planter.

### Alley Lights Concert (applicable to the 2019 Event)

- Musician Level Sponsor:
  - Covers the cost of one of the musicians.
  - Four complimentary tickets to the concert, four passes to the VIP Reception prior to the event.
  - Your logo or name recognized as a "Musician" Sponsor on the website, poster, program and materials for the concert.
  - Optional table top display in lobby of Rialto theatre for reception prior to the concert.



### Alley Lights Concert (continued):

- Illuminate Level Sponsor:
  - Donation towards overall event costs.
  - Two complimentary tickets to the concert, two passes to the VIP Reception prior to the event.
  - Your logo or name recognized as an “Illuminate” level sponsor on the website, poster, program and materials for the concert.
- Shine Level Sponsor:
  - Donation towards overall event costs.
  - Your logo or name recognized as a “shine” level sponsor on the website and program for the concert.
- Twinkle Level Sponsor:
  - Donation towards overall event costs.
  - Your logo or name recognized as a “Twinkle” level sponsor on the website and program for the event.

### Festival of Lights:

- Presenting Sponsor:
  - Recognition as a presenting sponsor in all advertising for Festival of Lights Event.
  - Logo recognized as highest level presenting sponsor on signage all along 4<sup>th</sup> street for event including all three music and performance stages.
  - Recognition on website, social media posts and event promotions.
  - Opportunity for booth at event.
- Festival Sponsor:
  - Logo recognized as Festival level sponsor on signage all along 4<sup>th</sup> street for event including all 3 music and performance stages.
  - Recognition on website, social media posts and event promotions.
  - Opportunity for booth at event.
- Saint Nick Sponsor:
  - Logo recognized as Saint Nick level sponsor on signage for Santa Claus at Event.
  - Recognition on website, social media posts and event promotions as sponsor of Saint Nick.
  - Opportunity for giveaway at Santa Claus station where kids meet and greet Santa.
- Holiday Spirit Sponsor:
  - Logo recognized as Holiday Spirit level sponsor on signage for Holiday Spirits Area at Event.
  - Recognition on website, social media posts and event promotions as sponsor of Holiday Spirit Area.
  - Opportunity for giveaway at sales tent where beverage glass and tickets are sold.
- Holiday Cheer Sponsor:
  - Logo recognized as Holiday Cheer level sponsor on signage for Event.
  - Recognition on website, social media posts and event promotions as sponsor of Holiday Cheer.

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