

Community Event Sponsorship

Support Main Street Fall Festival

Prepared by: Downtown Main Street Association
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About Downtown Main Street Association

The Main Street Fall Festival is a beloved community tradition celebrating local businesses, arts, crafts, and food. This free family-friendly event attracts 10,000+ visitors from across the county. With live music, kids activities, local vendors, and food trucks, the festival brings the community together and drives significant foot traffic to downtown businesses.

Our Audience

Our Downtown Main Street Association reaches over **10,000** people through our events, social media, and community engagement.

Festival attendees are primarily local families (70% within 15 miles). Demographics: 65% families with children, 60% homeowners, average household income \$65K. Strong local purchasing power with 85% shopping locally regularly.

Sponsorship Packages

We offer the following sponsorship opportunities to partner with Downtown Main Street Association:

Presenting Sponsor

\$5,000

Benefits Include:

- Presenting sponsor designation (Main Street Fall Festival, Presented by Your Brand)
- Logo on main stage banner (visible all day)
- Booth space (10x10 ft, premium location)
- Logo on all printed materials (5,000+ flyers)
- Social media features (weekly leading up to event)
- Public announcement recognition (hourly)
- Logo on event t-shirts (500+ distributed)
- Exclusive sampling/promotional opportunities

Premier Sponsor

\$2,000

Benefits Include:

- Stage/area sponsorship (Kids Zone, Music Stage, etc.)
- Booth space (10x10 ft)
- Logo on event website
- Social media recognition
- Logo on event program
- Public announcement recognition

Community Sponsor

\$500

Benefits Include:

- Logo on event website
- Recognition in event program
- Social media thank you
- Table space for promotional materials

Next Steps

We're excited about the opportunity to partner with you! Here's how to move forward:

1. **Review this proposal** and select the sponsorship package that best fits your marketing goals.
2. **Contact us** to discuss customization options or ask any questions you may have.
3. **Sign the agreement** and submit payment to secure your sponsorship.
4. **Provide your logo** and marketing materials for placement and promotion.

Contact Information

Organization: Downtown Main Street Association

Contact: Tom Williams

Email: tom@mainstreetassoc.org

Phone: (555) 567-8901

Additional Information

The Fall Festival is organized by the Downtown Main Street Association, a 501(c)(3) nonprofit. All sponsorships are tax-deductible and directly support downtown revitalization efforts.

Thank you for considering a partnership with Downtown Main Street Association. We look forward to creating a successful sponsorship together!