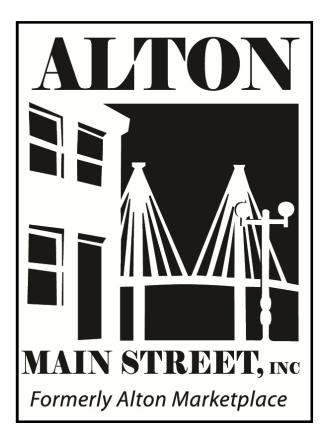
2012 Sponsorship Opportunities



Sara McGibany—Executive Director 200 W. 3rd Street—Suite 100 Alton, IL 62002 (618) 463-1016 Sara@AltonMainStreet.org

Please return signed sponsorship form to the above contact information.

www.AltonMainStreet.org

Sponsorship Details

Corporate event sponsorship also includes these additional <u>partnership</u> benefits:

- Your business logo & website link on our website
- VIP Invitations to Marketplace seminars and promotional events
- Recognition at our Annual Meeting & in our Annual Report
- **Business Profile** in our monthly newsletter reaching approximately 2,000 readers
- Featured in local media WBGZ, RiverBender.com, The Telegraph
- A window decal to advertise your support

GOLD Package — \$5,000

ALL INCLUSIVE

PREMIER SPONSORSHIP FOR ALL 7 EVENTS GOLD PARTNERSHIP STATUS

SILVER Package — \$2,500

PREMIER SPONSORSHIP FOR 3 EVENTS OF YOUR CHOICE 2nd TIER SPONSORSHIP FOR REMAINING 4 EVENTS SILVER PARTNERSHIP STATUS

BRONZE Package — \$1,000

PREMIER SPONSORSHIP FOR 1 EVENT OF YOUR CHOICE 3rd TIER SPONSORSHIP FOR REMAINING 6 EVENTS BRONZE PARTNERSHIP STATUS

BASIC Package — \$500

PREMIER SPONSORSHIP FOR 1 EVENT OF YOUR CHOICE BASIC PARTNERSHIP STATUS

Event Highlights

PLEASE SELECT WHICH EVENTS YOU WOULD LIKE TO SPONSOR AT THE PREMIER LEVEL:

The Challenge of the Bluffs Run

- Held at 8am on Saturday, March 31st
- Attracts more than 150 runners and walkers, as well as many spectators
- High-visibility sponsorship signage at the award ceremony & post-run party

Farmers' & Artisans' Market

- Held every Saturday (and potentially Wednesday) from June to October & attracts thousands of shoppers
- New high traffic location at Piasa & West 9th Street.
- Features farmers and artists from the area selling locally grown produce, homemade arts & crafts and more. Plus music, kids' activities & more!

All-Wheels Drive-In Car Show

- Held 8am to 4pm on Sunday, June 3rd
- The 15th annual show will be held on 3rd Street and feature hot rods and classic cars plus music and other family activities

The Big Gig Local Music Show

- Held on a Saturday evening in July at Riverfront Amphitheater
- NATIONAL HEADLINER TBD, plus local bands open and compete for a prize package; this is the place to catch the up and coming bands playing original music

Mississippi Earthtones Festival

- This 6th Annual event will be held from Noon-9pm at Riverfront Amphitheater on Saturday, September 15th as a part of Governor Quinn's "It's Our River Day" initiative. This event is co-sponsored by the Sierra Club.
- Exhibitors and green vendors promote "education, recreation & conservation" of the Mississippi River-plus live music, food, arts & earth-friendly activities!

Economic Gardening Initiatives

- Opportunity to have your company connected to the "shop local" movement •
- Training workshops and networking opportunities to build our local economy
- Show your support for the downtown merchants by funding advertising for our retail promotion efforts, the Green Gift Bazaar, and Small Business Saturday

Community Tree Lighting & Taste of Downtown Approximate Attendance - 1,000

- Held annually the week before Thanksgiving Taste of Downtown: Thursday, November 15th & Tree Lighting: Friday, November 16th
- Tree lighting is held at Lincoln-Douglas Square, this event is packed with families!
- All activities are free to the community: photos with Santa, caroling, candy for the kids, cookies, hot chocolate, flipping of the Christmas tree lights by the Mayor
- Serves as the kick off for the Salvation Army "Tree of Lights" campaign
- Taste of Downtown showcases signature dishes from the districts fine restaurants

Reach frequency, gross impressions and Board of Director contact information available upon request

Approximate Attendance - 2,000-3,000

Approximate Attendance - 2,000-3,000

Various-sized events throughout the year

Approximate Attendance - 1,500

Approximate Attendance - 200

Approximate Attendance - 200-500/week

Agreement

SPONSORSHIP COMMITMENT

YES! We are proud to join Alton Main Street in sponsoring a variety of community events that stimulate our local economy:

- ____ GOLD Package
- ____ SILVER Package
- ____ BRONZE Package
- ____ BASIC Package

Event Sponsorship entitles your business to visibility of your company name or logo featured in all promotion that applies to that event:

- · Media advertising and collateral materials
- Program ads
- Donor display boards
- Event signage
- T-shirts, Trophies & Promotional souvenirs
- Promotional mentions during events
- Complimentary tickets

Company	<u></u>		
Contact Name		Title	
Company Address			
City	State	Zip	
Phone	_ Fax	E-mail	
Signature			ALTON
Please complete and mail by 2/29/2012 to: Alton Main Street Attn: Sara McGibany 200 W. 3rd Street - Suite 100 Alton, IL 62002 Phone: 618-463-1016 Email: Sara@AltonMainStreet.org			

www.AltonMainStreet.org

