

# 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.

# Sponsorship Details

**Corporate event sponsorship also includes these additional partnership 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** Approximate Attendance - 200

- 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** Approximate Attendance - 200-500/week

- 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** Approximate Attendance - 1,500

- 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** Approximate Attendance - 2,000-3,000

- 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** Approximate Attendance - 2,000-3,000

- 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** Various-sized events throughout the year

- 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*

# 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 \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_

**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](http://www.AltonMainStreet.org)

