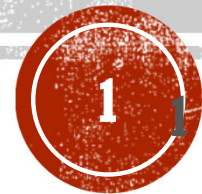


YEAR LONG SPONSORSHIP PROGRAMS

**Donna Ann Harris
Heritage Consulting Inc.**



AGENDA

Definition of sponsorship

What do sponsors get for their dollars

Contents of sell sheets











12 steps to sponsorship success

Sponsorship management

Year Long Sponsorship Programs

Sample documents

Heritage Consulting Inc. | Yearlong Sponsorship Program handouts For York PDC conference

-  Ardmore PA sponsorship sell sheet.pdf
-  Batavia year long 2011 Sponsorship Brochure.pdf
-  Boonton_sponsorship_fax_form[2].v2.pdf
-  Bridgeton NJSponsorship Brochure side b.pdf
-  Bridgetonb NJSponsorship Brochure side a.pdf
-  EventSponsorshipBrochureWatervilleME - Copy.pdf
-  Libertyvillesponsorshippackage2007 (2).pdf
-  msnews-1998-10 sponsorship sylvia allen.pdf
-  Sponsorship-Brochure_OaklandPkFL.pdf
-  Woodbury Event Sponsorship Opps.pdf

GET ALL THE HANDOUTS HERE



Supports specific activities
Is advertising for the company

4

WHAT IS SPONSORSHIP?

WHAT DOES THE SPONSOR WANT?

Increase sales

Corporate hospitality

Introduce a new product

Expand use of current products

Sampling

Asset/category exclusivity

Employee incentives

Customer incentives

Trade incentives

Product branding

Differentiation from the competition

Association with a particular lifestyle

Heighten visibility

Shape consumer attitudes

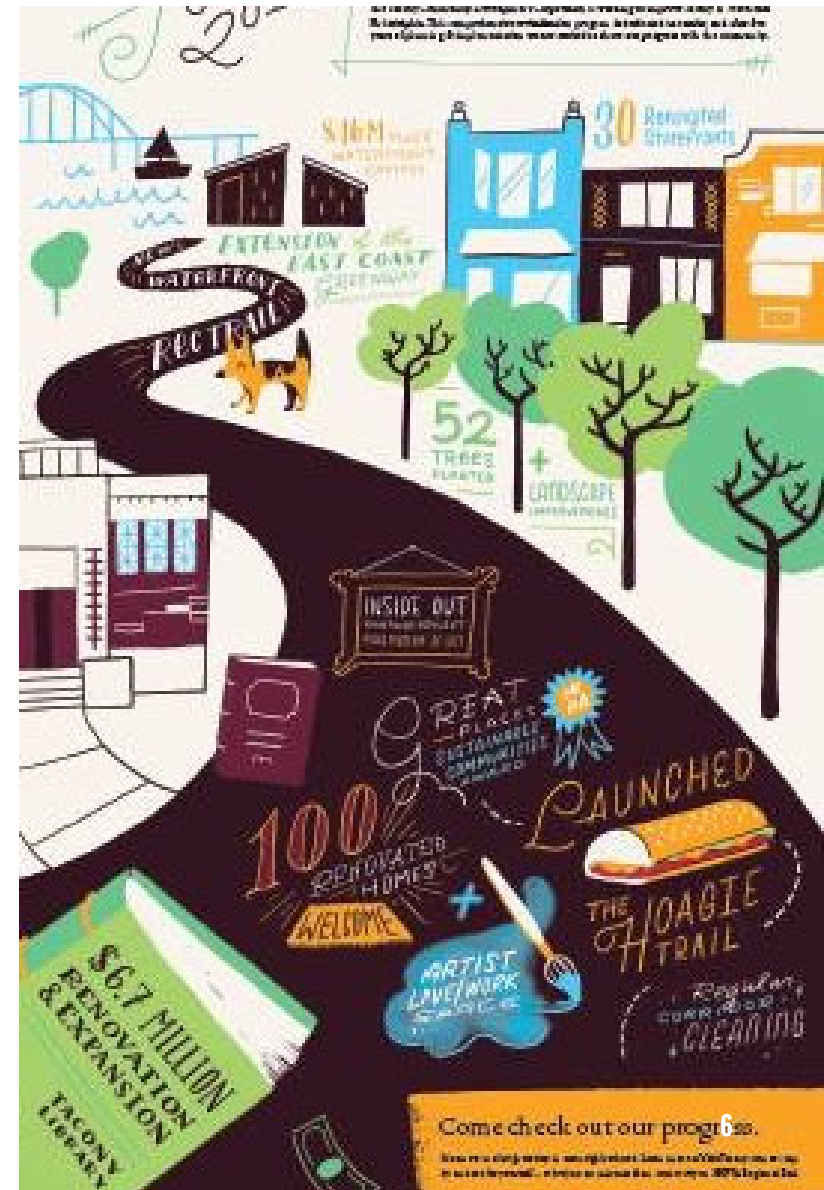
Entertainment

© 2021 Heritage Consulting Inc.

5

SELLING SPONSORSHIPS

- Just like any other types of sales!
- You have to ...
 - know your product
 - know your buyer
 - understand their needs
 - customize to meet those needs



FREE PARKING

The Pearl Street Parking Garage is offering **3 HOURS of FREE PARKING** through January 2, 2017. For any stay under 3 hours when you insert your ticket at the gate there will be no charge. After 3 hours the regular fee will be applied.

GALLERIES OF METUCHEN

- ❖ Nails In The Wall Gallery, St. Luke's Episcopal Church, 17 Oak Ave
- ❖ Pearl Street Art Gallery, 16 Pearl Street
- ❖ The Library Gallery, Metuchen Public Library, 480 Middlesex Ave
- ❖ Rotunda Gallery at Borough Hall, Metuchen Borough Hall, 500 Main St
- ❖ Transformations, Old Franklin Schoolhouse, 491 Middlesex Ave

GIVE BACK

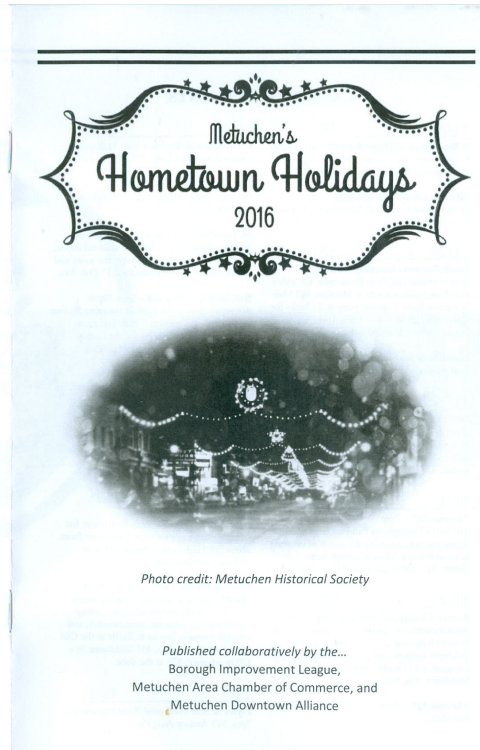
- ❖ **Food Drive** at First Presbyterian Church Metuchen Library, Metuchen YMCA, Old Franklin Schoolhouse, St. Luke's Episcopal Church, from Nov. 28 to Dec. 19. All donations will be delivered to the Food Bank at the First Presbyterian Church.
- ❖ **"Pet Food Drive"** from Dec. 3 to 11, with drops at Marafiki Fair Trade, the Old Franklin Schoolhouse, Edgar Middle School, and the Metuchen HS.
- ❖ **"Toys for Tots"** drop off at Hailey's Harp & Pub and World of Beards.
- ❖ **Warm Wiggly Toes"**- collecting new slippers for pediatric wards, drop off at 27 Bounty Street, by Dec. 17.
- ❖ **Be The Change** activities (see Facebook group).

THROUGHOUT THE SEASON

- ❖ **Model Train Display** at the Barron Arts Center, Woodbridge, 11-4pm weekdays, 2-4pm weekends through December 30. Closed Christmas Day & Boxing Day. Free Admission. 732-634-0413.

WANT MORE INFORMATION?

- ❖ **Metuchen Calendar**, MetuchenCalendar.org
- ❖ **Metuchen Area Chamber of Commerce**, metuchenchamberexchange.com
- ❖ **Metuchen Downtown Alliance**, downtownmetuchen.org



SELL SHEETS NEED

- Marketing and merchandising opportunities, sampling, product sales, coupons, displays, audio announcements
- Hospitality—tickets to event, VIP parking, VIP tent/area, meet and greets
- Media—print, electronic, TV, radio -list all opportunities to reach your audience

SELL BENEFITS NOT FEATURES

Features

- “posters, flyers, signage,
- blah, blah, blah”

Benefits to sponsors

- RATHER ... a variety of marketing collateral and on-site opportunities
- that reaches a diverse market (**YOUR** market), helping you reinforce
- your branding strategy and achieve your marketing objectives within a specific target market



SYLVIA ALLEN 12 STEPS TO SUCCESS

1. Take inventory
2. Secure media partners



12 STEPS

3. Incorporate media into sponsorship proposal

4. Research sponsors



12 STEPS

5. Make initial contact

6. Try to get an appointment



12 STEPS

- 7. Be creative
- 8. Make the sale



12 STEPS

9. Keep sponsor in the loop

10. Involve sponsor in event



12 STEPS

11. Provide post event report

12. Renew for next year

SPONSORSHIP MANAGEMENT

- Organization Comm. has list of potential sponsors
- Sponsorship management is each committee's responsibility
- Assess how your sponsorship program is doing



**HALLOWEEN
SPOOKTACULAR
AND BIRTHDAY BASH**

Sunday, October 27, 2019, 12 - 2 pm

Fundraiser Cost
\$4 a child
ages up to 13

Wear your costume

Pick a mini-pumpkin to decorate

Bring: Bag to collect candy from our sponsor
\$\$ for our amazing baked items

**Host: Mayfair Memorial Playground
Rowland Avenue at Vista Street
next to Lincoln High School's Po**

SPONSORSHIP MANAGEMENT 2

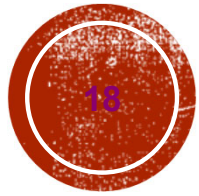
- Increase amount for a few categories each year
- Develop a year-long calendar of solicitation opportunities
- Ask sponsors to become annual gift donors too



WHY DO A SPONSORSHIP ANNUAL PLAN?



- Prevents nickel and dime solicitations each month
- Targets sponsorship dollars
- Allows sponsors to spread their marketing dollars over several events
- Makes you look more professional



SAMPLE DOCUMENTS



WOODBURY

Event Sponsorship Opportunities 2009



Event Sponsorship Opportunities

	WOODBURY LOVES LAWYERS		CRAFT FAIR		LUNCH MUNCH		COLONIAL DAY	
	MAJOR SPONSOR	SPONSOR	MAJOR SPONSOR	SPONSOR	MAJOR SPONSOR	SPONSOR	MAJOR SPONSOR	SPONSOR
Date	February 12th		May 9th		May 6th & June 3rd		Saturday, September 26	
Target	Professionals		Women		Professionals		Families	
Attracts	250		2,500		1,200 people		2000 people	
Rt. 45 Street Banner	No	No	Yes	No	No	No	Yes	No
Lawn Signs	Yes	No	No	No	12	No	12	No
Luk Oil Sign	No	No	No	No	Yes	No	Yes	No
Press Releases	Yes	No	Yes	No	Yes	Yes	Yes	Yes
Evergreen Sign	No	No	Yes	No	Yes	No	Yes	No
Posters	Yes	Yes	Yes (logo)	Yes (logo)	150	Yes-listing	250	Yes (logo)
Fliers	Yes	Yes	Yes (logo)	Yes (logo)	6,000	Yes-listing	6,000	Yes (logo)
Website presence	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Booth	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Court House	No	No	No	No	Yes	Yes	Yes	Yes
Hospital Parking	No	No	No	No	Yes	Yes	Yes	Yes
Email Distribution	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
INVESTMENT	\$1,000.00	\$200.00	\$2,000.00	\$500.00	\$1,500	\$250.00	SOLD-\$2,500	\$500.00

	GOLF OUTING		WALKING GHOST TOURS		CANDLELIGHT SHOPPING	
	MAJOR SPONSOR	SPONSOR	MAJOR SPONSOR	SPONSOR	MAJOR SPONSOR	SPONSOR
Date	October 12th		October 16th		Friday nights in December	
Target	Professionals		Unique Individuals		Families	
Attracts	60 golfers		300 participants		1,000 participants	
Rt. 45 Street Banner			No	No	Yes	No
Lawn Signs			Yes	No	Yes	No
Luk Oil Sign			No	No	Yes	No
Press Releases			Yes	No	Yes	No
Evergreen Sign			No	No	Yes	No
Posters			Yes (Logo)	Listing	Yes (logo)	Yes (logo)
Fliers			Yes (Logo)	Listing	Yes (logo)	Yes (logo)
Website presence			Yes	Yes	Yes	Yes
Booth			Yes	Yes	Yes	Yes
Court House			No	No	Yes	Yes
Hospital Parking			No	No	Yes	Yes
Email Distribution			Yes	Yes	Yes	Yes
INVESTMENT	\$1,000		\$1,000.00	\$250.00	\$1,500	\$250.00



Dickens of a Holiday

Downtown Libertyville is transformed into a scene right out of Dickens. Beautifully lighted wreaths lining Milwaukee Avenue, Victorian horse-drawn carriages, carolers, and Santa make Christmas in Libertyville magical. This event attracts over 10,000 people and will take place on Dec. 1st, 8th, and 15th in 2007.



Carriage Rides

3 sponsorship opportunities-\$800.00 each

A beautiful, Victorian horse drawn carriage will ride through town with your company's name traveling along on the back. Sponsorship covers all three weeks of the festival.

Your business name will be featured:

- on signage in Cook Park and on the back of the carriage
- in the MSL Gazette (distributed to 11,000 households in Libertyville)

Victorian Tea

2 sponsorship opportunities-\$350.00 each (covers both weeks of the Tea)

Picture yourself on a cold afternoon, enjoying the sounds of classical music with a hot cup of tea, croissant sandwiches, assorted mini-sweets, and other Victorian goodies.

Your business name will be featured:

- on signage displayed on both dates
- in the MSL Gazette (distributed to 11,000 households in Libertyville)



The Children's Holiday Shoppe

2 sponsorship opportunities-\$500.00 each (covers all three weeks)

A special place made and priced for "kids only", where children can shop in privacy for parents, grandparents, aunts and uncles, siblings and friends. MainStreet volunteers stock and staff the store, helping children buy and wrap their presents.

Your business name will be featured:

- On signage displayed at the shop for all 3 weeks of Dickens
- in the MSL Gazette (distributed to 11,000 households in Libertyville)

Photos with Santa and Mrs. Claus

3 sponsor opportunities-\$200.00 each

Have your child meet Santa and Mrs. Claus and take a picture to remember the day. (Bring your own camera or buy a MSL Polaroid shot at the event). Our Victorian Santa and Mrs. Claus wear beautiful costumes and sit in a sleigh with beautiful Cook Park as the background.

Your business name will be featured:

- On signage displayed at the site
- in the MSL Gazette (distributed to 11,000 households in Libertyville)

15th Annual Street Dance Fundraiser

Street Dance is our Fall Fundraiser that supports MainStreet's efforts all year long. We celebrate the spirit of volunteerism, community identity, historic preservation and economic development. This beautiful evening will be filled with music, dancing, food and cold beer. Street Dance attracts over 3,000 people!

Major Event Sponsors

Major contributors will be the foundation of this event. Your name will be featured everywhere. We need you to make this event happen!

Major Sponsors
4 sponsor opportunities-\$2,000.00 each

Your business name will be featured:

- on signage prominently displayed at the entrance
- in news releases to the media
- in announcements made during the event
- on all posters and tickets
- on invitations mailed to every household in Libertyville
- in the MSL Gazette (distributed to 11,000 households in Libertyville)

Bands

Band Sponsors
2 sponsor opportunities-\$600.00 each

Your business name will be featured:

- on signage on the Main Stage all evening
- in the MSL Gazette (distributed to 11,000 households in Libertyville)
- in announcements made during the event

Porta-Potties

We know this sounds unusual, but we are looking for just that kind of sponsor! It's a place we all visit at least once during the night. Maximize your "exposure" and have your name proudly displayed on the door of your sponsored Porta-Potty. The Porta-Potty may then be very creatively themed and decorated. There is a Porta-Potty Golden Trophy for the best Porta-Potty and competition is fierce!

Porta-Potty Sponsors
12 sponsor opportunities-\$100.00 each

- Your business name will be featured.
- on signage on the Porta-Potty
- in the MSL Gazette (distributed to 11,000 households in Libertyville)



uring the event

Porta-Potties

We know this sounds unusual, but we are looking for just that kind of sponsor! It's a place we all visit at least once during the night. Maximize your "exposure" and have your name proudly displayed on the door of your sponsored Porta-Potty. The Porta-Potty may then be very creatively themed and decorated. There is a Porta-Potty Golden Trophy for the best Porta-Potty and competition is fierce!

Porta-Potty Sponsors
12 sponsor opportunities-\$100.00 each

- Your business name will be featured:
- on signage on the Porta-Potty
- in the MSL Gazette (distributed to 11,000 households in Libertyville)



Batavia MainStreet's

2011 Sponsorship Opportunities

Vision:

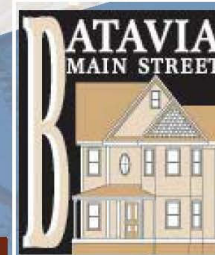
Our vision is to help create a unique and vital downtown that embraces history, celebrates the arts, preserves our natural environment and promotes quality events to instill a 'sense of place' in our community.

Mission:

The Batavia MainStreet program is a not-for-profit, community-based organization devoted to enhancing downtown Batavia's identity as the heart of the community through dedicated volunteer efforts.



4 1/2 W Wilson St.
Batavia, IL 60510
(630) 761-3528
www.downtownbatavia.com



5 Historic Holiday House Tour

Celebrate the holidays in Historic Bridgeton where New Jersey's largest historic district comes alive for the season. Held early December.

- Title Sponsorship – \$3,000
- Carriage & Trolley Ride Sponsor – \$800
- Program Sponsorships – \$750
- Bookmark Sponsorship – \$200
- Rack Card Sponsorship – \$400
- Tour Entertainment Sponsorships – \$350
- Ticket Sponsorship – \$250
- Program Advertising and Program House Tour Sponsors Available.



In cooperation with the City of Bridgeton and the Holiday House Tour Committee



Holiday Parade

Watch the streets of Downtown Bridgeton light up with the sites and sounds of Christmas in an old fashion way. Held December.



- Major Parade Sponsor – \$2,000
- Gold Sponsor – \$1,000
- Silver Sponsor – \$500
- Bronze Sponsor – \$250

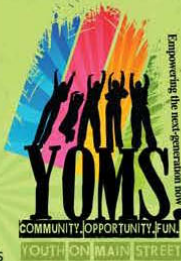
Additional sponsorship opportunities may be available to specifically fit the needs of the company, organization, or group expressing interest.

7 Youth on Main Street

A program that believes in empowering the leaders of tomorrow, today. Young citizens of the community are invited to join the program through Bridgeton Main Street. As members they have opportunities to participate in community affairs offering them a voice in the community, encouraging them to give their opinions and present ideas for the future of the community, especially regarding the downtown. YOMS also offers leadership, intern and resume building opportunities to young citizens. Through YOMS, young people see first hand how "America Grows on Main Street" and have a role in revitalizing their community.



- Title Sponsorship – \$3,000
- T Shirt Sponsor – \$1,000
- Member Card Sponsors – incentive offers and discounts



COMMUNITY. OPPORTUNITY. FUN.
YOUTH ON MAIN STREET

For these and other special project sponsor and volunteer opportunities contact www.GetBridgeton.org today!

- Heritage Cooking Demonstrations & Classes
- Business Shadowing Day
- Help Manage and update Bridgeton Main Street Website & Facebook Page
- Bridgeton Downtown Pocket Park
- ArcKIDecture Hunt
- Bridgeton Downtown Flowers

The bold, eccentric character of Bridgeton alive again.

Main Street New Jersey provides selected communities with technical assistance and training of proven value in revitalizing historic business districts. Their program helps municipalities improve the economy, appearance and image of their business districts through the organization of local citizens and resources like you.

Main Street is a philosophy, a program, and a proven comprehensive approach to business district revitalization. This approach has been implemented in over 1200 cities and towns in 40 states across the nation.

Rediscover Bridgeton, East Coast's Premier Culinary Culture-town. We need your support to make this happen.



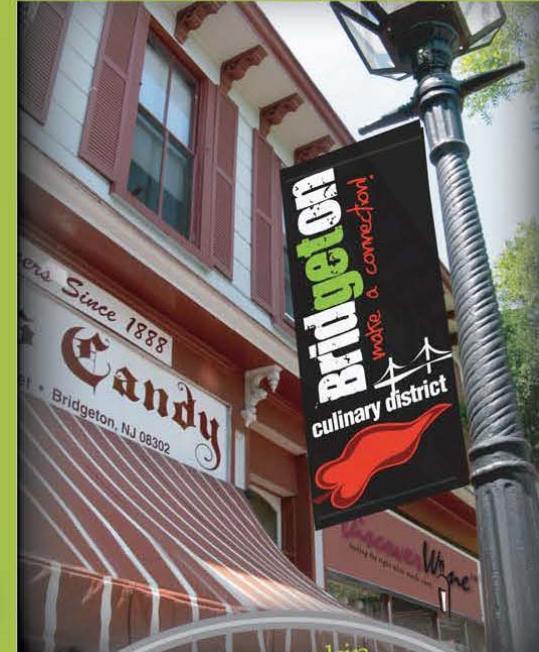
Dedicated to preserving Bridgeton's historic character and embracing its future with a vision for creative retail, eateries and the arts.



Let's cook up something together.

Bridgeton Main Street
59 East Commerce Street, Suite 1
Bridgeton, NJ 08302
office 856-453-8130
www.get-bridgeton.org
a 501c3 non-profit corporation

2011 Sponsorship Opportunities



Bridgeton welcomes volunteers and supporters to help bring vibrancy back to the downtown district.

There's always something cookin' in Bridgeton.

2009 Boonton Main Street Sponsorship Opportunities

FaxBack 973.257.9107

or mail to:

Boonton Main Street, Inc.
620 Main Street
Boonton, NJ 07005



COMPANY _____

CONTACT _____

ADDRESS _____

PH# _____ EMAIL _____

YES! Sign me up for the following sponsorship(s):

Check Enclosed Bill Me Later Contact Me Regarding Payment
(Please call or email to check sponsorship availability then check the bracketed box below and submit this form)

The Music Fest

Big Band Leader
[3] Available \$1500
Main Stage
[1] Available \$500
Stage Crew Sponsor
[6] Available \$150

Boonton is Blooming

Major Sponsor
[1] Available \$2500

Farmers Market

Market Manager
[0] Available
Friends of the Market
[3] Available \$500
2nd Saturday Sponsor
[5] Available \$150

New Business Handbook

Major Sponsor
[1] Available \$1500

Chow on Main

Media Sponsor
[1] Available \$500
Ticket Sponsor
[1] Available \$100

Classic Car Show

Major Sponsor
[1] Available 2500
Sock Hop Sponsor
[1] Available \$1000
Entertainment Sponsor
[4] Available \$500
Major Trophy Sponsor
[4] Available \$300
Tee Shirt Sponsors
[10] Available \$100
Media & Top 50
Trophy Sponsor
[25] Available \$60

Pedestrian Safety Campaign

Primary Sponsor
[1] Available \$2500
Secondary Sponsors
[3] Available \$750

Victorian Holiday

Horse & Carriage Rides
[3] Available \$800
Craft Market
[3] Available \$500
Music Sponsor
[2] Available \$200
Afternoon Tea
[2] Available \$150
Media Sponsors
[24] Available \$60

Ignite With Light

Major Sponsor
[1] Available \$5000
Secondary Sponsors
[24] Available \$500

Annual Appeal Sponsor

Major Sponsor
[1] Available \$3000

Buy Local - Buy Boonton

Exclusive Sponsor
[1] Available \$2000
Secondary Sponsors
[4] Available \$500

Business Directory

Major Sponsor
[1] Available \$2000

Howl-O-Ween Parade

Top Dog Sponsors
[3] Available \$600

Create Your Own Sponsorship

Amount: \$ _____

Description: _____

Boonton Main Street, Inc is a 501(c)3 nonprofit organization under Tax ID #06-1639961



Ardmore Initiative *Opportunities*

Reach Main Line decision makers with Ardmore Initiative Programs and Events

"As the presenting sponsor of the annual Taste of Ardmore event, Max Paul's Ardmore Toyota is proud to support the local Ardmore business community. Ardmore has a wonderful selection of retail businesses in the food and fashion industry. Ardmore Toyota's state-of-the-art facility allows us to host the Taste of Ardmore for the businesses and residents of this wonderful community. We look forward to this exciting annual event produced by the Ardmore Initiative."
- Max Paul's Ardmore Toyota

Taste of Ardmore

Food and Fashion Event

This Signature Fall Event is a tribute to Ardmore's food and fashion scene.

_____ **Presenting Sponsor -- \$7500 Sold to Ardmore Toyota!**

_____ **Foodie Sponsor -- \$2,000**

INCLUDES CATEGORY EXCLUSIVITY

Featured in all event signage
Logo and link on TasteofArdmore.com and AI Website for 1 year
Featured in Souvenir Recipe Book
Four event tickets are included

_____ **Fashionista -- \$1000**

Featured in all event signage
Logo and link on TasteofArdmore.com and AI Website for 1 year
Featured in Souvenir Recipe Book
Two event tickets are included

_____ **Friend of Ardmore -- \$500**

Featured in all event signage
Featured in our Souvenir Recipe Book
Two event tickets are included

Recipe Book (Size 5x8) Space is limited!
Includes your recipe or ours

_____ Full page -- \$200

_____ Half Page -- \$100

_____ Business Card -- \$50

_____ Two-Page Spread -- \$350

Friend to Ardmore

Contribute to the continued success of programs and events in Ardmore

_____ **I support Ardmore! Amount \$** _____

Clean & Green Program

Keep Ardmore Beautiful!

The Ardmore Initiative works to enhance the downtown environment of Ardmore by coordinating and implementing a variety of beautification and streetscape amenities.

_____ **Friend of Ardmore Clean and Green -- \$500**

Logo and link on AllAboutArdmore.com for 1 year

_____ **Other Amount \$** _____

_____ **Dedicate a Bench in Ardmore** Call AI for Details

Ardmore Bridal Block Party

Everything Wedding in Ardmore

_____ **Presenting Sponsor -- \$2500**

Logo on all marketing materials
Logo and link on ArdmoreBridalBlockParty.com and AI Website
Social Media mentions (Facebook and Twitter)

Outdoor Advertising

_____ Red Carpet Background -- \$300

_____ Banner Advertising -- \$250

_____ Window Display -- \$125

Website Advertising on ArdmoreBridalBlockParty.com

Includes link to your website

_____ Banner Ad -- \$250

_____ Block Ad Website -- \$100

Leadership Luncheon

Annual Stakeholders Meeting

The place to learn about Ardmore's many projects and programs and to network with fellow business and community leaders.

_____ **Presenting Sponsor -- \$3000 2012 - Suburban Square!**

Please indicate your Ardmore Opportunity choice by checking the appropriate box above.

COMPANY NAME _____ **PHONE** _____

ADDRESS _____ **FAX** _____

WEBSITE _____ **EMAIL** _____

CONTACT PERSON _____ **SIGNATURE** _____

Please make payment to "The Ardmore Community Development Fund" or "ACDF" and return with this form to 56 E. Lancaster Avenue, Ardmore, PA 19003

For your convenience, you may also contribute with a credit card online at AllAboutArdmore.com

Questions or more information contact Christine Vilardo, Executive Director of the Ardmore Initiative at Christine@ardmoreinitiative.org or call 610-645-0540 or contact John Durso, Chair of the Ardmore Community Development Fund at 215-439-1877

Custom packages are available. AI reserves the right to adjust rates.



Waterville Main Street Event Sponsorship Opportunities

Sponsorship Form

Please check off the event and level at which you wish to sponsor.

Business Name: _____ Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

- My check is enclosed.
- Please bill me.
- Please charge my credit card. Circle one: MC / Visa Card # _____ Exp. ____ / ____

Please return this form to:
Waterville Main Street, 177 Main Street, Waterville, ME 04901
Fax: 207-680-2056
Thank you for your support!

Harvest Fest

- Presenting Sponsor: \$1,000
- Event Sponsor: \$500
- Supporting Sponsor: \$250



Holiday Auction

- Presenting Sponsor: \$500
- Event Sponsor: \$250
- Supporting Sponsor: \$100



Parade of Lights & Kringleville

- Presenting Sponsor: \$2,500
- Event Sponsor: \$1,000
- Supporting Sponsor: \$500



Seize the Mic

- Presenting Sponsor: \$1,000
- Event Sponsor: \$500
- Supporting Sponsor: \$250



Summer Concert Series

- Presenting Sponsor: \$2,500
- Event Sponsor: \$1,000
- Supporting Sponsor: \$500



The Hill 'n the Ville

- Presenting Sponsor: \$2,500
- Event Sponsor: \$1,000
- Supporting Sponsor: \$500



Arts Fest

- Presenting Sponsor: \$1,000
- Event Sponsor: \$500
- Supporting Sponsor: \$250



www.watervillemainstreet.org



2004

inStreet.com

PAST SPONSORS



Advertising & Sponsorship Opportunities

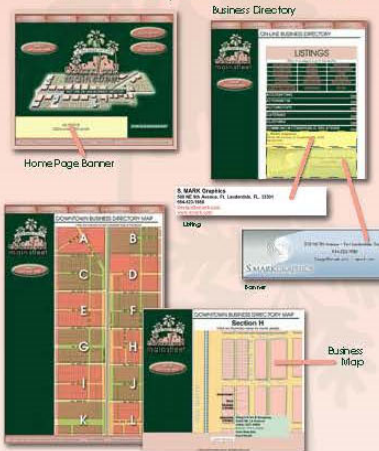
Oakland park main street

at the heart of it all

Advertising

What better way to reach your potential customers than to advertise on Main Street's web site?

www.oaklandparkmainstreet.com



Over 4000 hits per month can translate into increased business for your company. From banks to restaurants to real estate, you can now find area businesses serving Oakland Park residents and businesses at our web site.

Downtown businesses can be located on our interactive business directory map while area businesses can be found through our newly added listing section. Non-Main Street members and advertisers now have an opportunity to promote their businesses exclusively to Oakland Park and surrounding areas.

Join Oakland Park Main Street at the Patron level of \$100 per year and get a FREE annual directory listing. That's 48,000 unique hits on the web site in a one-year period, a cost effective way to reach your customers.

Sponsorship

We gain sponsorships from companies that call Oakland Park their home as well as corporations throughout South Florida. American National Bank, Brenner Real Estate Group, City of Oakland Park, Lipton Toyota, North Ridge Medical Center and others have been supporting our events for years as true partners in our endeavors. As Lipton Toyota President Steve Jansen comments "It has been our great pleasure to work with Main Street to bring Oktoberfest to this community for the past three years, and we are committed to provide funding again in 2008".

Participate with Oakland Park Main Street in a series of events to promote downtown Oakland Park as a sponsor of Oktoberfest 2008, Meet Me on Main Street, or our Annual Meeting. We will be happy to work with you to make the best choice(s) for maximum exposure and benefit of your company.

OKTOBERFEST

- Over 5,000 Visitors
- People have come from near and far three years in a row to celebrate Oakland Park's Authentic Bavarian Oktoberfest. Visitors enjoy popular German favorites like bratwurst and sauerkraut, apple strudel, original Oktoberfest brews, dancing, entertainment, contests, and a chance to win two round-trip tickets to Germany with LIU.

MEET ME ON MAIN STREET

- Over 500 Visitors
- More than 500 guests joined us for "Meet Me On Main Street," our exciting outdoor social event last year to enjoy a beautiful South Florida evening along NE 12th Avenue in front of the Main Street office. Perfect weather, delicious food, wonderful live entertainment, great spirits, networking and socializing all came together in a terrific urban setting—the heart of Oakland Park Main Street. Residents and business owners made new contacts and mingled with elected City officials. Join the fun at this year's event!

ANNUAL MEETING

- 75 - 100 Guests
- Members and the Board of Directors meet once a year to reflect on the achievements of the past year, and to share visions and plans for activities and strategies to move the organization toward established goals.

Oktoberfest



- MUNICH GIFT LEVEL Presenting Sponsor**
- Presenting Sponsor will be recognized on stage during opening ceremony and acknowledged on exclusive banner on stage, a banner on fencing along Dixie Highway, a banner at the entrance to both the Amusement Rides and the Alpine Village
 - Presenting Oktoberfest Sponsor Designation may be used in your marketing and public relations programs
 - Your company will be announced as the Presenting Sponsor with the introduction of every act on stage
 - Recognition as Presenting Sponsor in all Promotional Advertisements (Includes all Media, T.V., Radio, Print Ads)
 - Business Logo on Main Street Web Site and link to your Home Page
 - Main Street Corporate Membership
 - Designated Investor of the Month
 - 8 Complimentary Passes to Oktoberfest Weingarten, Biergarten and Unlimited Amusement Rides
 - 5 VIP Parking Passes in Reserved Parking
 - Pride in knowing you make a difference

- STUTTART GIFT LEVEL Official Sponsor**
- Official Sponsor will be recognized on stage during opening ceremony and acknowledged on a special festival banner
 - Official Sponsor Designation may be used in your marketing and public relations programs
 - Recognition twice during the day on stage
 - Promotional Advertisements (Includes all Media, T.V., Radio, Print Ads)
 - Business Logo on Main Street Web Site and link to Your Home Page
 - Main Street Builder Level Membership
 - 6 Complimentary Passes to Oktoberfest Weingarten, Biergarten and Unlimited Amusement Rides
 - 3 VIP Parking Passes
 - Pride in knowing you made a difference

- HEIDELBERG GIFT LEVEL Sponsor**
- Sponsor will be acknowledged on a special festival banner
 - Sponsor Designation may be used in your marketing and Public Relations Programs
 - Promotional Advertisements (Includes Media, Print Ads)
 - Business Logo on Main Street Web Site and Link to Your Home Page

Meet Me on Main Street



MAIN STREET TITLE SPONSOR

- Your logo on OPMS website
- A link to your website on OPMS website
- Your logo in newsletter
- Your logo in utility bill insert (13,700 households)
- Oakland Park Main Street Corporate Membership
- Signage at the event
- Verbal name recognition at the event

DIXIE HIGHWAY SPONSOR

- Your logo on OPMS website
- A link to your website on OPMS website
- Oakland Park Main Street Downtowner Membership
- Signage at the event
- Verbal name recognition at the event

Annual Meeting

Share our vision and excitement!

2008 is shaping up as an exciting year for Oakland Park Main Street. The naming of the downtown park after Jaco Pastorius - "The World's Greatest Bass Player" - and the allocation of additional funds from Broward County for the purchase of more acreage expanding the park, present wonderful possibilities for all kinds of events and economic development.

Our Board of Directors and committees are engaged in mapping out diverse programs to draw people to our downtown area. Through financial support from sponsors and our partnership with the City of Oakland Park, as well as participation by a visionary community, we can rise to the challenges.



Members and guests gathered at the Panovera Restaurant in April 2007 for our Annual Meeting, opened also to non-members for the first time. Former Broward County Administrator, Pam Brangiacco, honored us as our keynote speaker.





MainStreetNews

THE MONTHLY PERIODICAL of THE NATIONAL MAIN STREET CENTER



Sponsorships are not "money for nothing." You are offering publicity and access to a specific audience so your partnership with a sponsor should reflect parallel goals.

How to Sell More Sponsorships

Sylvia Allen

Sponsorship is no longer a linear relationship as it was in the 1960s and '70s, when a corporation gladly gave money in exchange for tickets to a performance or banner exposure. And no longer are charitable "donations" made in large sums. Today's sponsor is highly sophisticated and recognizes that sponsorship of sports, community events, arts, and entertainment is just another media component of his/her marketing mix. As a result, sponsorships must have a variety of compo-

nents, including media, cross-marketing opportunities, partnership recommendations, and event extensions to get the greatest return on investment.

First, a definition of sponsorship—and this is thanks to John Barr, formerly the sponsorship guru for Eastman Kodak in Rochester, N.Y.: "An investment in cash and/or in kind, in return for access to exploitable business potential associated with a highly publicized event or entity."

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Safer Main Streets

Graffiti, litter, broken windows and dilapidated streets may not really indicate crime, but they all contribute to an unsafe feeling for many. Learn how to combat both perceived AND real crime on your main street from the pros.....16



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THANK YOU!

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