



2020 SALINE MAIN STREET EVENTS CORPORATE SPONSORSHIP

One sponsorship. All events, all year long!

Why sponsor Saline Main Street events? As a sponsor, **your brand will reach thousands of event attendees** as a Saline Main Street supporter and link your business with the growing success of our commercial and cultural district.

Your sponsorship helps support **more than just fun festivals and community events** in Downtown Saline – it supports the organization’s year-round downtown revitalization efforts as well.

Below is a list of Saline Main Street’s popular downtown events! A comprehensive list of community events organized by other organizations is included on page 2. Note that not all events held in Downtown Saline are managed by Saline Main Street.



EVENTS



FabFeb Buttons **CELEBRATE LOCAL!**

Spending dollars locally is important, and for the entire month of February those who choose to support Saline Main Street with a \$5 donation will receive a FabFeb button to unlock specials, discounts, and other surprises! (February 2020)

Ladies Night Out **CELEBRATE WOMEN!**

Fashion designs and beauty trends come and go, but one thing that’s always in style – girlfriends having great times together. Ladies Night Out is an evening on the town in honor of our local gals, with specials that are offered all night long throughout Downtown Saline. Ladies from near and far really look forward to this event! (May 14th)



Salty Summer Sounds **CELEBRATE SUMMER!**

These free concerts in Downtown Saline are held every Thursday evening from June through August. Live music performances draw large crowds (300 to 600 each week), providing fun for kids and adults alike! (June through August 2020)



Oktoberfest **CELEBRATE OUR HERITAGE!**

A community favorite, this autumn cultural festival celebrates our German history with music, food, beer, children’s activities, dancing, German games, wiener dog races and more! Live headliner entertainment draws the biggest crowds of the year to Downtown Saline. Oktoberfest is Saline Main Street’s primary fundraiser! (September 18th and 19th)

Trunk or Treat **CELEBRATE HALLOWEEN!**

Our annual Trunk or Treat Halloween Event brings the whole community together. Tons of kids and families get in costume and gather for fun activities and free goodies in our safe, family-friendly outdoor space, right in the heart of Downtown Saline! (October 21st)



The 109 Cultural Exchange **MORE EXPOSURE FOR YOU!**

Throughout the year, Saline Main Street and our community partners hold lots of downtown functions at our multipurpose people’s space. From workshops, monthly meetings, art classes and live music – to pop-ups and receptions. Our sponsor banner is always front row and center!

Saline Main Street is a 501 (c)(3) nonprofit volunteer-driven organization. Your sponsorship is greatly appreciated!



2020 SPONSOR OPPORTUNITIES



The opportunities listed below give you year-round exposure to thousands of potential customers around the region! We're excited to unveil the new SMS logo, including updated logo designs for our 2020 community events.

SPONSOR BENEFITS	SPECTACULAR	SUPERB	AMAZING	FANTASTIC	WOW	COOL
	\$5000*	\$2,500	\$1,000	\$500	\$250	\$100
Company listing on Saline Main Street website year-round.	★	★	★	★	★	★
Special sponsor sign at all Saline Main Street gatherings and functions.	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Company name or logo on event web page.	LOGO	LOGO	LOGO	NAME	NAME	
Social media mentions throughout the year.	★	★	★	★		
Radio mentions (when applicable).	★	★	★	★		
Name or logo on poster (when applicable).	LOGO	LOGO	LOGO	NAME		
Name or logo on supporting marketing literature (when applicable).	LOGO	LOGO	LOGO	NAME		
Company logo on Saline Main Street website.	★	★	★			
Vendor space (when available).	★	★	★			
Verbal recognition throughout event by stage emcees.	★	★	★			
YOUR LOGO on entertainment stage banner (when applicable).	★	★				
YOUR LOGO on beer tent banner (when applicable).	★	★				
Participation fee waived for Trunk or Treat.	★	★				
Press release and photo opportunity in your location for sponsorship PR.	★	★				
Oktoberfest Friday evening for 8. Free admission and 16 drink tickets for guests.	★					

***\$5,000 Level | Two-year commitment.** In-kind is not applicable. The "Spectacular" level commitment must be made by February 15, 2020 and funds received by March 31, 2020 and 2021 respectively. **Annual or quarterly payment plans may be considered.**

Downtown Events

Your corporate sponsorship "one-time ask" supports Saline Main Street events ONLY (listed on page 1).

Please refer to the chart to clarify which events your sponsorship is funding. It is at these Main Street events that your support will be promoted.

MAIN STREET EVENTS

FabFeb Buttons
Ladies Night Out
Summer Music Series
Oktoberfest
Trunk or Treat

HOST ORGANIZATIONS

Saline Main Street
Saline Main Street
Saline Main Street
Saline Main Street
Saline Main Street

DATE

February
March
June – August
September
October

OTHER SALINE EVENTS

Celtic Festival
Summerfest
Holiday Week & Parade

HOST ORGANIZATIONS

Friends of the Festival | City of Saline
Summerfest | Picnic in the Park
Saline Area Chamber of Commerce

DATE

July
August
December

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