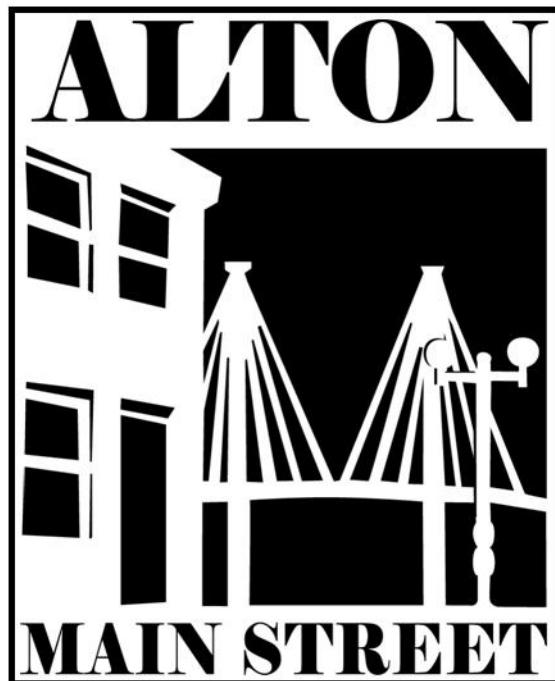




DOWNTOWN ALTON

2013 Sponsorship Opportunities



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

Sponsorship Details

Premier event sponsorship entitles your business to a variety of exposure:

- Business logo on advertising and collateral material, such as program ads
- Donor display boards & event signage
- T-shirts, trophies, promotional souvenirs
- Promotional mentions on stage during events
- Complimentary tickets & VIP areas at events

Investing in a corporate event sponsorship package also includes the following additional partnership benefits:

- Your business logo & website link on our website
- Invitations to Main Street seminars and promotional events
- Recognition at our Annual Meeting & in our Annual Report
- Place items in our monthly newsletter reaching thousands of subscribers
- A window decal to advertise your support

GOLD Package — \$5,000

**ALL INCLUSIVE TOP-TIER SPONSORSHIP FOR ALL EVENTS
PLUS GOLD PARTNER STATUS**

SILVER Package — \$2,500

**PREMIER SPONSORSHIP FOR 3 EVENTS OF YOUR CHOICE
BASIC SPONSORSHIP FOR REMAINING EVENTS
PLUS SILVER PARTNER STATUS**

BRONZE Package — \$1,000

**PREMIER SPONSORSHIP FOR 1 EVENT OF YOUR CHOICE
BASIC SPONSORSHIP FOR REMAINING EVENTS
PLUS BRONZE PARTNER STATUS**

Premier Sponsor — \$500

LOGO ON ALL ADS & COLLATERAL MATERIAL FOR 1 EVENT

Basic Sponsor — \$250

PERKS SUCH AS BOOTH SPACE & ON-STAGE MENTION AT 1 EVENT

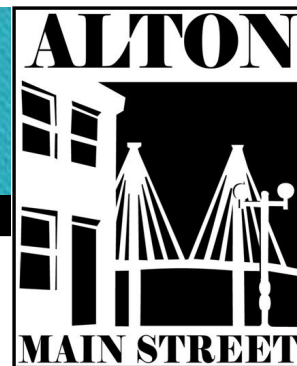
Supporter — \$100

PERKS SUCH AS NAME ON DONOR BOARD AT 1 EVENT

Event Highlights

- Challenge of the Bluffs Run** **MARCH—Approx. Attendance - 300**
 - 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** **JUN-OCT—Approx. Attendance - 300-1,000/week**
 - 38 events total, held every Sat & Wed at a high traffic location at Piasa & West 9th
 - 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** **JUNE—Approx. Attendance - 1,500**
 - The 15th annual show will be held on 3rd Street and feature hot rods and classic cars plus music and other family activities
- Downtown Block Parties** **JUNE, JUL, AUG—Approx. Attendance - 6,000**
 - The best parties of the summer will be getting an overhaul this year, bringing back themes for the events and family activities in the afternoon
- The Big Gig Local Music Show** **JULY—Approx. Attendance - 2,000-3,000**
 - Local bands compete for an opportunity to perform at Riverfront Amphitheater and open for a regional act
- Mississippi Earthtones Festival** **SEPT—Approx. Attendance - 3,000-4,000**
 - 7th Annual event at Riverfront Amphitheater as part of Governor Quinn's "It's Our River Day" initiative.
 - Exhibitors and green vendors promote "education, recreation & conservation" of the Mississippi River—plus live music, food, arts & earth-friendly activities
- Fall Festival** **OCT—Approximate Attendance - 1,500**
 - Featuring the return of the chili cook-off, craft beer & wine tasting, and an art fair
- 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** **NOV—Approx Attend. - 1,000**
 - All activities at Lincoln-Douglas Square are free to the community: photos with Santa, caroling, cookies & cocoa until the Mayor flips the lights on the Christmas tree
 - Our tasting event showcases signature dishes from the district's fine restaurants and consistently sells out year after year.

Agreement



SPONSORSHIP COMMITMENT

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

- GOLD Package**
- SILVER Package**
- BRONZE Package**

Please indicate your event(s) of choice for Premier Sponsorship benefits on the "Event Highlights" page

Company _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Signature _____

Please complete and mail by 2/28/2013 to:

Alton Main Street Attn: Sara McGibany
200 W. 3rd Street - Suite 100 Alton, IL 62002
Phone: 618-463-1016 Email: Sara@AltonMainStreet.org