



2021 SPONSOR PACKAGE

Thank you for your interest in sponsoring events and projects through the Main Street Walhalla Program. Enclosed you will find opportunities and many levels to support community events while getting your business in front of new customers.

Walhalla Main Street is greatly appreciative to its sponsors and is looking forward to working individually with businesses to brainstorm the best ways for you to be involved in events and projects in downtown Walhalla. Your tax-deductable donation will help build a vibrant downtown for all to enjoy!

CONTENTS:

Event Sponsorship Opportunities
Project Sponsorship Opportunities

CONTACT: LIBBY IMBODY, DIRECTOR (864) 977-0222 libby@mainstreetwalhalla.com



STUMPHOUSE OUTDOOR ADVENTURE FESTIVAL
SPONSOR OPPORTUNITIES:

May 7-9, 2021

Approximately 5000 people attend weekend

- Presenting Sponsor (1 space) \$3000. Named as "Presented by" in prominent position near logo and all graphics, promotions, online and print ads, banners, t-shirts, flyers, signage, and website. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced several times during radio ads, DJ at event etc. One 10x10 booth per event.. Business may display banners and signage throughout event. Opportunities for business presence and participation at event. We will work with presenting sponsors that wish to be involved in a unique way in the event!

- Special Event Sponsor (5 spaces, One main sponsor for each event) \$700. Name on flyers, banners, back of shirt and web page etc. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced during radio ads, entertainment at event etc. One 10x10 booth. Banner and signage at event area. Opportunities for business presence and participation at event. (choose special event to sponsor)
 - FLY FISHING TOURNAMENT
 - BIKE RACE
 - MOTHER'S DAY 5K
 - FILM/PHOTO FESTIVAL
 - FRISBEE GOLF TOURNAMENT

- Zone Sponsor (9 spaces, One main sponsor for each zone) \$500. Name on flyers, banners, back of shirt and webpage. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced during radio ads, entertainment at event etc. One 10x10 booth. Banner and signage at event area. Opportunities for business presence and participation at event. (choose activity zone to sponsor)

- STAGE
- ROCK CLIMB
- KID'S ZONE
- CRAFT DEMOS
- LECTURE SERIES
- PUMP TRACK
- YOGA/DANCE AREA
- NATURE WALKS
- FOOD COURT

- Supporting Sponsor (unlimited spaces) \$300. Name on flyers, banners, and webpage. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. One 10x10 booth. Opportunities for business presence and participation at event.

- SWAG BAG (unlimited) \$50. Allows businesses to submit promotional items and/or coupons to go into bags that will be distributed to event participants.



MAIN STREET CRUISE-IN SPONSOR OPPORTUNITIES:

Fourth Saturday of the Month, April-October (7 events total)

Approximately 250 people attend each event

- Presenting Sponsor (1 space) \$1200. Named as “Presented by” in prominent position above logo and all graphics, promotions, online and print ads, banners, t-shirts, flyers, signage, and website. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced several times during radio ads, DJ at event etc. One 10x10 booth per event, T-shirt. Opportunities for business presence and participation at event. We will work with presenting sponsors that wish to be involved in a unique way in the event!
- Supporting Sponsor (5 spaces) \$300. Name on flyers, banners, back of shirt and webpage. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced several times during radio ads, DJ at event etc. One 10x10 booth per event, T-shirt. Opportunities for business presence and participation at event.
- Door Prize Donations (unlimited) Businesses are encouraged to donate gift cards and other items as giveaways (\$15-25 value) Name mentioned several times during event and posted on signage for the event that door prize is used.



WALHALLA FARMER'S MARKET SPONSOR OPPORTUNITIES:

Saturday mornings, June 12- Sept 25 (16 total)

Approximately 200 people attend each event

PANCAKE BREAKFAST: June 19

FARM TO TABLE EVENT: September 4

- Presenting Sponsor (1 space) \$1200. Named as "Presented by" in prominent position above logo and all graphics, promotions, online and print ads, banners, t-shirts, flyers, signage, and website. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced several times during radio ads, DJ at event etc. One 10x10 booth per event. Opportunities for business presence and participation at event. We will work with presenting sponsors that wish to be involved in a unique way in the event!
- Pancake Breakfast Sponsor (1 space) \$500. Named as "Presented by" in prominent position above Pancake Breakfast logo and all graphics, promotions, online and print ads, flyers, signage, and website. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced during radio ads. Opportunities for business presence and participation at event. We will work with presenting sponsors that wish to be involved in a unique way in the event!
- Farm to Table Sponsor (1 space) \$500. Named as "Presented by" in prominent position above Farm to Table logo and all graphics, promotions, online and print ads, flyers, signage, and website. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced during radio ads. Opportunities for business presence and participation at event. We will work with presenting sponsors that wish to be involved in a unique way in the event!
- Supporting Sponsor (5 spaces) \$300. Name on flyers, banners, and webpage. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced during radio ads, entertainment at event etc. One 10x10 booth per event, T-shirt. Opportunities for business presence and participation at event.



**“STORY OF WALHALLA - 1850” GERMAN HERITAGE & FOOD FESTIVAL
SPONSOR OPPORTUNITIES:**

Saturday October 9, 2021

Approximately 3000 people attend event

- Presenting Sponsor (1 space) \$1200. Named as “Presented by” in prominent position above logo and all graphics, promotions, online and print ads, banners, flyers, signage, and website, etc. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced several times during radio ads, DJ at event etc. One 10x10 booth per event. Opportunities for business presence and participation at event as well as banners and signage. We will work with presenting sponsors that wish to be involved in a unique way in the event!
- Supporting Sponsor (5 spaces) \$300. Name on flyers, banners, back of shirt and webpage. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced during radio ads, entertainment at event etc. One 10x10 booth per event. Opportunities for business presence and participation at event.



WALHALLA MERCHANT MARKET & CRAFT FAIR SPONSOR OPPORTUNITIES:

Saturday October 23, 2021

Approximately 3000 people attend event

- Presenting Sponsor (1 space) \$1200. Named as “Presented by” in prominent position above logo and all graphics, promotions, online and print ads, banners, flyers, signage, and website, etc. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced several times during radio ads, DJ at event etc. One 10x10 booth per event. Opportunities for business presence and participation at event as well as banners and signage. We will work with presenting sponsors that wish to be involved in a unique way in the event!
- Supporting Sponsor (5 spaces) \$300. Name on flyers, banners, back of shirt and webpage. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced during radio ads, entertainment at event etc. One 10x10 booth per event. Opportunities for business presence and participation at event.
- SWAG BAG (unlimited) \$50. Allows businesses to submit promotional items and/or coupons to go into bags that will be distributed to event participants.



WALHALLOWEEN SPONSOR OPPORTUNITIES:

Saturday October 30, 2021

Approximately 2000 people attend event

- Presenting Sponsor (1 space) \$800. Named as "Presented by" in prominent position above logo and all graphics, promotions, online and print ads, banners, t-shirts, flyers, signage, and website. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Name announced several times during radio ads, DJ at event etc. One 10x10 booth per event. Opportunities for business presence and participation at event. We will work with presenting sponsors that wish to be involved in a unique way in the event!
- Treat Sponsor (unlimited spaces) \$100. Coupons/flyers can be placed in treat bags with candy. Links to business on our website and through social media recognition posts. Business tagged in social media posts and events. Opportunities for business presence and participation at event.

ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES

EARTH DAY/CHEROKEE HERITAGE CELEBRATION

Saturday April 17, 2021

Approximately 2000 people attend event

SUMMER NIGHTS FAMILY EVENTS

We are still working on details for a series of family-friendly summer evening events in downtown Walhalla. If you are interested in sponsoring and/or working with us to plan events that tie in with your business, please contact Libby today!

ANNUAL INDEPENDENCE EVE CELEBRATION

Saturday July 3, 2021

Approximately 3000 people attend event

LATIN HERITAGE FESTIVAL

Saturday September 18, 2021

Approximately 2000 people attend event

CHRISTMAS PARADE & TREE LIGHTING CELEBRATION

Saturday December 4, 2021

Approximately 2000 people attend event

MAIN STREET PROJECT SPONSORSHIP

The following lists ideas for community projects that your business could work with Main Street Walhalla as a sponsor to create a more vibrant downtown district. Main Street can work with you to come up with a collaboration that works best for your business goals.

- PORTABLE STAGE & P.A. IMPROVEMENTS (\$3000)
- EVENT TABLES & CHAIRS (\$3000)
- VISITOR SHUTTLES (\$8000 EA)
- MAIN STREET WIRELESS SPEAKERS (\$40,000)
- EVENT PAVILION (TBD)
- ICE SKATING RINK (TBD)
- HOLIDAY DECOR/LIGHTING PROJECT (TBD)
- MERCHANT TRAINING OPPORTUNITIES
- BEAUTIFICATION PROJECTS
- PUBLIC RESTROOMS