



## 2022 EVENT SPONSOR PACKAGE

### *Our Mission*

The mission of Main Street Walhalla is to support and enhance the continuing economic development of downtown Walhalla while protecting and promoting its historic heritage.

### *What does Main Street do?*

Main Street Walhalla is an economic development tool designed to help revitalize the downtown business district of Walhalla SC. By implementing the national Main Street Four-Point Approach, the program aims to create an economic and culturally vibrant downtown that both locals and visitors will enjoy. Funded By a combination of the city's HTAX, grants, donations, and sponsorships, Main Street Walhalla helps to alleviate the city's budgetary and staffing burdens.

- Enhances Visual Quality of Downtown
  - Builds Community Partnerships
  - Maximizes Return Of Public Investment
- Promotes Downtown as a Compelling Place for Shoppers, Investors & Visitors
  - Leverages Local Assets to Foster Economic Development
  - Protects the Historical Value of Downtown

### *Why Main Street?*

- It creates jobs – A revitalized district attracts new industry and strengthens service and retail job markets.
- It saves tax dollars – Revitalization stabilizes and improves a downtown's tax base while also protecting existing investments.
- It preserves a community's historic resources – In an economically healthy downtown, property owners maintain their historic buildings and preserve an important part of their community's heritage and identity.
- It builds community pride – Main Street provides a public space for community members to come together, create new partnerships and celebrate their downtown.

## ***What we've accomplished***

The city of Walhalla came on board at the Aspiring level of Main Street South Carolina in January 2021. With the support of MSSC, Main Street Walhalla has been able to achieve the following milestones this first full year of operations:

- Create and train an active and supportive Board of Directors
- Develop Committee leads and members based off the Main Street Four Point Approach
- Create a 501c3 non profit organization
- Develop a five year programming plan
- Develop initiatives and budget for FY 22
- Identify the public and private historic assets of our downtown
- Create databases and reporting systems for our organization
- Work with area partners to compare missions and plan ways to collaborate
- Leverage the city's investment in our program by bringing in over \$40,000 in sponsorships and grants
- Develop and host 16 unique events attracting over 60,000 visitors
- Create a tourism campaign using county ATAX grant funds
- Plan and implement several vibrancy projects for downtown including a shade sail plaza
- Tell the story of Walhalla and the people who live and work here through targeted social media storytelling campaigns
- Organize over 63 volunteers that worked a total of 2500 hours toward the mission of Main Street Walhalla
- Work with private property owners and businesses who have invested over \$2.8 million in improving buildings within our district

# MSW EVENT SPONSORSHIP LEVELS 2022

## TITLE SPONSOR - (see tier info, one available per event)

- Radio Morning Talk mentions when discussing event
- Mention in radio ads for event
- Name of business incorporated into all branding, signage, promotional items and advertising (“presented by”)
- Logo on website event page year round
- Booth at event
- Large logo on event banner & sponsorship signage
- Social media sponsor highlights & storytelling
- 2 tickets and recognition at Annual Gala
- Entrance to any VIP/After hours activities during event

## SUPPORTING SPONSOR - (\$300, four available per event)

- Booth at event
- Logo on event banner & sponsorship signage
- Name mention on social media and digital promotions
- Social media sponsor highlights
- Entrance to any VIP/After hours activities during event

## EVENT TIERS

- TIER 1 (\$2500):
  - Farmer’s Market (weekly, seasonal)
  - Cruise In (monthly, 6 months)
  - Second Shift (monthly, 6 months)
  - Independence Fest (four days)
- TIER 2 (\$1500):
  - Kituwah: Cherokee & Earth Day Celebration
  - Story of Walhalla: German History & Food Festival
  - Hispanic Heritage Celebration
  - Mother’s Day Art Walk
  - Merchant Market & Craft Fair
- TIER 3 (\$800):
  - Walhalloween
  - Christmas Parade
  - Small Business Saturday
  - Tour of Homes
  - Tour of Porches
  - WHS Homecoming Parade

## PROJECT & IN-KIND SPONSORSHIPS

### CONTACT MSW TO DISCUSS WAYS YOUR COMPANY CAN SUPPORT OUR PROGRAM:

- In-Kind services
- Funding for specific initiatives and beautification projects

# CURRENT MAIN STREET WALHALLA EVENT SCHEDULE

APRIL 23	CHEROKEE GATHERING/EARTH DAY	TBD	Short Street
APRIL -OCT	CRUISE-IN SERIES	TBD	Main Street
APRIL-OCT	SECOND SHIFT SERIES	TBD	Downtown
TBD	TOUR OF PORCHES	TBD	Downtown
MAY 7	ART WALK/BIKE RACE*	TBD	Downtown
JUNE 11-SEPT 24	FARMER'S MARKET	8-11	TBD
JULY 1-4	INDEPENDENCE FEST	TBD	Downtown
SEPT 17	HISPANIC HERITAGE FESTIVAL	TBD	TBD
OCT 8	GERMAN HISTORY & FOOD FEST	12-6	Short Street
OCT 15	MERCHANT MARKET & CRAFT SHOW*	10-5	Main Street
OCT 29	WALHALLOWEEN	12-4	Downtown
NOV 26	SMALL BUSINESS SATURDAY	10-6	Downtown
DEC 3	CHRISTMAS PARADE & TREE LIGHTING	5:00	Main Street
DEC 9	TOUR OF HOMES	1-5	Downtown
DEC 11	TOUR OF CHURCHES	5-8	Downtown