Become a 2022 Heart of Downtown Partner

Dear Partner,

On behalf of the Downtown Sheridan Association (DSA), I would like to thank you for supporting DSA during 2021 and I look forward to your continued support in 2022! All DSA funds stay local and ensure that our downtown continues to be the best place in our community to live, work, play, and shop!

DSA is an Accredited Main Street America Program for our demonstrated commitment to the downtown district revitalization and track record of successfully applying the Main Street Approach in Economic Vitality, Promotion, Design, and Organization.

Here are some of the 2021 Highlights:

- Inaugural Downtown Kentucky Derby Party had 200 attendees and raised $18,000
- 30+ volunteers transplanted 1,000 plants into 165 flower baskets
- Record breaking community turnout for the 3rd Thursday Street Festival with 7,000 attendees at the June event
- The Double Up Food Bucks Program at the Farmers Market provided an additional $965 to SNAP customers to spend on fresh local produce
- Raised $26,000 at the Goose Creek Polo Cup in July at the Flying H Polo Fields
- Sponsored a Gutter Bin (a storm water filtration system) on Main Street to remove pollution from flowing water and help keep our creeks clean
- Organized and promoted Crazy Days and Men's Night
- First ever Shop Small Sweepstakes had 752 entries and recorded $56,461 spent in the downtown district in November!

Looking forward to 2022, we are excited to continue many of the same events including the Downtown Kentucky Derby Party scheduled for May 7th, as well as bring back the Wine Festival this year on September 16th!

When you become a Heart of Downtown Sponsor, you are investing in your business and the entire Sheridan community. Our board members and staff look forward to working with you in the upcoming year! If you've read this far, bring this letter by the DSA office for a free Luminous pint token!

Best,

Zoila Perry

Zoila Perry
Executive Director

Board Members

Kristin Herbst- President
Jay Martinson- Vice President
Jonny Law- Secretary
Jeff Garrelts- Treasurer
Jill Benson
Chris Carroll
Rio Franzman
Jami Kessner
Jim Mowry
Rob Miller
Jennifer Nelson
Ami Puuri
Lindsey Vredenburg

Staff

Zoila Perry- Executive Director
Nikki Ulug- Marketing and Events Director

Mission

To preserve, enhance, and promote Historic Downtown Sheridan to ensure Future Prosperity.

Stay Connected

Follow us on Facebook and Instagram
downtownsheridan.org

Heart of Downtown Partner Opportunities

DOWNTOWN CHAMPION

$2,500

VALUE: $3,750+

- Listed as a Sponsor for business training events hosted by DSA
- 50% Off Sponsor Tent for Goose Creek Polo Cup
- One booth space for two 3rd Thursdays - Months of your choice
- Mint Julep Sponsor for Downtown Kentucky Derby Party
- Four Tickets to the Downtown Kentucky Derby Party
- Premier Cru Sponsor for Wine Festival
- Two Tickets to the Wine Festival
- Business Name Displayed on Light Pole for Flowers on Main
- Opportunity to participate in DSA's Promotions Committee
- Supporter of the Main Street Sidewalk Snow Removal Program
- Use of DSA Community Room Once a Month when available
- Receive Monthly Newsletter via Email
- Promote Upcoming Events for your business in Monthly Newsletter
- Full Business Listing and logo featured on DSA Website
- 2022 Membership Window Decal

DOWNTOWN LEADER

$1,500

VALUE: $2,800+

- 25% Off Sponsor Tent for Goose Creek Polo Cup
- One booth space for one 3rd Thursdays - Month of your choice
- Mint Julep Sponsor for Downtown Kentucky Derby Party
- Four Tickets to the Downtown Kentucky Derby Party
- Premier Cru Sponsor for Wine Festival
- Two Tickets to the Wine Festival
- Business Name Displayed on Light Pole for Flowers on Main
- Opportunity to participate in DSA's Promotions Committee
- Supporter of the Main Street Sidewalk Snow Removal Program
- Use of DSA Community Room Once a Month when available
- Receive Monthly Newsletter via Email
- Promote Upcoming Events for your business in Monthly Newsletter
- Full Business Listing on DSA Website
- 2022 Membership Window Decal

Heart of Downtown Partner Opportunities

DOWNTOWN PARTNER

$500

VALUE: $1,440+

- Winners Circle Sponsor for Downtown Kentucky Derby Party
- Two Tickets to the Downtown Kentucky Derby Party
- Vintage Sponsor for Wine Festival
- Two Tickets to the Wine Festival
- Supporter of Sheridan in Bloom (Flowers on Main)
- Opportunity to participate in DSA's Promotions Committee
- Supporter of the Main Street Sidewalk Snow Removal Program
- Use of DSA Community Room Once a Month when available
- Receive Monthly Newsletter via Email
- Promote Upcoming Events for your business in Monthly Newsletter
- Full Business Listing on DSA Website
- 2022 Membership Window Decal

DOWNTOWN ADVOCATE

$200

VALUE: $700+

- Supporter of Sheridan in Bloom (Flowers on Main)
- Opportunity to participate in DSA's Promotions Committee
- Supporter of the Main Street Sidewalk Snow Removal Program
- Use of DSA Community Room Once a Month when available
- Receive Monthly Newsletter via Email
- Promote Upcoming Events for your business in Monthly Newsletter
- Full Business Listing on DSA Website
- 2022 Membership Window Decal

DOWNTOWN INDIVIDUAL

$50

- Supporter of Sheridan in Bloom (Flowers on Main)
- Use of DSA Community Room Once a Month when available
- Receive Monthly Newsletter via Email
- Name Listing on DSA Website
- 2022 Membership Window Decal

Heart of Downtown Partner Benefits

	WINDOW DECAL	LISTING ON WEBSITE	NEWSLETTER	COMMUNITY ROOM	SHERIDAN IN BLOOM	SUPPORTER OF SNOW REMOVAL ON MAIN	PROMOTIONS/ MARKETING COMMITTEE	KENTUCKY DERBY PARTY	WINE FEST	3RD THURSDAY STREET FESIVAL	GOOSE CREEK POLO CUP	TRAINING SPONSOR
CHAMPION	✓	✓	✓	✓	Business Name Displayed on Light Pole	✓	✓	Mint Julep *4 admission tickets*	Premier Cru *2 admission tickets*	1 Booth at 2 Events	50% Off Sponsor Tent	✓
LEADER	✓	✓	✓	✓	Business Name Displayed on Light Pole	✓	✓	Mint Julep *4 admission tickets*	Premier Cru *2 admission tickets*	1 Booth at 1 event	25% Off Sponsor Tent	
PARTNER	✓	✓	✓	✓	✓	✓	✓	Winners Circle *2 admission tickets*	Vintage Sponsor *2 admission tickets*			
ADVOCATE	✓	✓	✓	✓	✓	✓	✓					
INDIVIDUAL	✓	✓	✓	✓	✓							

Heart of Downtown Partner Application

BUSINESS INFORMATION

Business: _____

Physical Address: _____ **Phone Number:** _____

Mailing Address: _____ **City, State, Zip Code:** _____

Website: _____

Social Media Handles: _____ _____

# of Employees: _____ **# of Years Downtown:** _____ **Own or Lease Building:** _____

CONTACT PERSON INFORMATION

Main Point of Contact: _____ **Title:** _____

Email Address: _____

If more emails need to be added to the Newsletter, please email dsaexecdir@downtownsheridan.org

DOWNTOWN INTERESTS/CONCERNS

- ☐ Economic Vitality
- ☐ Promotions/Marketing
- ☐ Design
- ☐ Events
- ☐ Downtown Travel & Tourism
- ☐ Beautification/Appearance
- ☐ Business Grants/Assistance
- ☐ Parking
- ☐ Vacant Buildings Downtown
- ☐ City Permits
- ☐ Costs/Expenses of Doing Business
- ☐ Safety

HEART OF DOWNTOWN PARTNERSHIP

Please circle the partnership level

$2,500 Downtown Champion
$1,500 Downtown Leader
$500 Downtown Partner
$200 Downtown Advocate
$50 Downtown Individual
Donation

PAYMENT

For DSA Office Use Only

Check **Check Number:** _____
Card
Cash **Date Paid:** _____

_____ _____
Member Signature **Date**

_____ _____
DSA Representative Signature **Date**