



# 2018

## Downtown Indiana Partnership Opportunities

**Downtown Indiana**, is a non-profit 501c3 working to create a vital, attractive downtown area for the community by engaging and advocating on behalf of business and property owners as well as patrons of the downtown.

One of the ways we accomplish this mission is by producing a series of highly-visible and successful events that take place in downtown Indiana. These events are a regional draw and encourage visitors to enjoy our business district. Each event affords local businesses the opportunity to participate in cost-effective marketing through sponsorships.

Please review the following information which includes sponsorship levels for all budgets.



## **Downtown Indiana Calendar of Events**

**July 19, 2018  
Taste & Tour**

**September 8, 2018  
Northern Appalachian Folk Festival**

**September 29, 2018  
Oktoberfest**

**November 2, 2018  
Wine Walk**

**November 17 - December 16, 2018  
First Commonwealth Bank  
It's a Wonderful Life Festival**

**January 2019  
Annual Meeting**

**February 2019  
Winter Warm Up**

**Downtown Indiana**  
9 North 9th Street  
Indiana, PA 15701  
724-463-6110  
Email: [Linda@downtownindiana.org](mailto:Linda@downtownindiana.org)  
[www.downtownindiana.org](http://www.downtownindiana.org)

# TASTE & TOUR

JULY 19, 2018

## **ATTENDANCE : 350**

Downtown Indiana's Taste & Tour highlights the best offerings from our amazing downtown restaurants. Guests follow their passports to a variety of restaurants who offer generous samples of their specialties and new menu items. Attendees vote on Best Overall, Healthiest and Most Creative. The evening concludes with music and raffle prizes in IRMC Park. Now in its 17th year, Taste & Tour is one of our most popular and anticipated events!

## **Sponsorship Levels**

### **Naming Sponsor-\$2,500 Exclusive to One**

- Direct Competitive Industry Exclusivity above \$500 level
- Company name/logo becomes incorporated into event name and will appear on all event materials including but not limited to flyers, email promotions, tickets, and print/broadcast advertising
- Acknowledgement on DI website and social media
- Signage at event and verbal recognition during event program
- Opportunity to distribute marketing materials at event
- Right of first refusal following year
- Six event tickets

### **Gold Sponsor—\$1,500 Exclusive to One**

- Recognition as Gold Sponsor on all flyers, posters and email promotions
- Acknowledgement on DI website and social media
- Verbal recognition during event program
- Opportunity to distribute marketing materials on site
- Four event tickets



### **Peoples Choice Sponsor—\$500 Exclusive to One**

- Recognition as People's Choice sponsor on all posters and email promotions as well on social media and the DI website
- Logo appears on People's Choice Ballot
- Verbal recognition during event

# NAFF

SEPTEMBER 8, 2018

ATTENDANCE : 1,500 –2,000



In 2018, the Northern Appalachian Folk Festival (NAFF) will celebrate its sixth year of bringing art, free live music and entertaining, educational programming to Indiana, PA's downtown. A truly interactive festival, NAFF invites attendees of all ages to learn, perform and create.

Each year, Children's Alley provides our youngest visitors with a safe, dedicated space for age-appropriate activities and entertainment. Meanwhile, the downtown business district is lined with some of the region's finest craftsmen, vendors and other exhibitors—bookended by free, live performances on two stages. Musical acts with local and regional ties, representing a variety of genres, play throughout the day. Activities will also take place throughout the downtown in the week leading up to NAFF to promote the event and to further celebrate our heritage.

NAFF 2017, was our biggest and best event yet drawing record crowds to the downtown. A growing cultural presence, NAFF is an opportunity to connect with neighbors from around the block and the region.

## Sponsorship Levels

### **Naming Sponsor—\$7,500 (exclusive to one)**

- Company name becomes incorporated in name of festival and integrated with logo on all printed & electronic promotional materials and event-related communications
- Recognition on both DI and NAFF websites and social media
- Banners/signage at event
- Speaking opportunities from stage including band introductions
- Industry Exclusivity (*no direct competitors above \$2,500 level*)
- Exclusive to one
- Right of first refusal following year
- On-site opportunities for product or service placement
- Opportunity to distribute marketing materials on site
- Three-year commitment also available at discounted rate

### **Gold Sponsor—\$5,000 (exclusive to two)**

- Recognition as Gold Sponsor on all promotional materials, sponsor logo incorporated in print ads and festival poster
- Recognition on both DI and NAFF websites and social media
- Banners/signage at event
- Industry Exclusivity (*no direct competitors above \$2,500 level*)
- Right of first refusal following year
- Speaking opportunities from stages
- On-site opportunities for product or service placement

# NAFF

SEPTEMBER 8, 2018

## **East OR West Stage Sponsor \$4,000 (each)**

- Exclusive to two
- Industry Exclusivity (*no direct competitors within this sponsorship level*)
- Sponsor logo on stage banner, print ads and poster
- Sponsor name included in day-of announcements; social media mentions, and inclusion on website
- Right of first refusal following year

## **Children's Alley Sponsor \$2,500**

- Non-Exclusive
- Company logo on Children's Alley banners and signage; sponsor name spoken during day-of announcements; acknowledgement where appropriate in press materials; social media mentions, and inclusion on website

## **Staged Performer Sponsor \$1,000**

- Non-Exclusive
- Name used where appropriate in promotion of performer & in day-of announcements related to performer
- Social media mentions and inclusion on website

## **Activity/Workshop Sponsor \$500**

- Non-Exclusive
- Sponsor logo on related signage related to activity, social media mentions, inclusion on website

*Preferred Product or Service Provider Negotiable - Inquire*



# OKTOBERFEST

SEPTEMBER 29, 2018

## ATTENDANCE: 400+

Oktoberfest is a tasting event that highlights craft beer, regional breweries and local home brewers. Guests enjoy sampling, food, music and the opportunity to interact with craft brewers and fellow beer enthusiasts. Oktoberfest 2017 brought over 20 breweries to downtown Indiana and attracted 400 attendees. Now in its 7th year, Oktoberfest has become a fall tradition. This is a ticketed event with general admission and VIP tickets offered.

## Sponsorship Levels

**SOLD**

### Naming Sponsor-\$2,500 Exclusive to One

- Direct Competitive Industry Exclusivity above \$500 level
- Company name/logo becomes incorporated into event name and will appear on all event materials including but not limited to flyers, email promotions, tickets, and print/broadcast advertising
- Company name/logo incorporated on event t-shirt
- Acknowledgement on DI website and social media
- Signage at event and verbal recognition during program
- Opportunity to distribute marketing materials at event
- Corporate logo on sampling glass
- First right of refusal following year
- Six VIP tickets



### Gold Sponsor—\$1,500 Exclusive to One

- Direct Competitive Industry Exclusivity above \$500 level
- Recognition as Gold Sponsor on all flyers, posters and email promotions
- Acknowledgement on DI website and social media
- Verbal recognition during event program
- Opportunity to distribute marketing materials on site
- Logo appears on event t-shirt
- Four VIP tickets

### People's Choice Sponsor—\$500 Exclusive to One

- Recognition as People's Choice sponsor on all posters & email promotions as well on social media & DI website
- Logo appears on People's Choice Ballot
- Name appears on event t-shirt
- Verbal recognition during event
- Two General Admission Tickets

### Music Sponsor \$500

- Company name incorporated as Music Sponsor on all flyers, posters & email promotions
- Name on event t-shirt
- Verbal recognition during event
- Two General Admission tickets

# WINE WALK

NOVEMBER 2, 2018

## ATTENDANCE: 400

The Downtown Indiana Wine Walk is a wine-tasting event that highlights wineries from throughout the western Pennsylvania region and beyond. Stops on the walk take place at Philadelphia Street retailers, each of whom are paired with a winery. Attendees are able to sample and buy wine while acquainting themselves with the retail hosts. Wine Walk is traditionally the kick-off to holiday shopping season for downtown retailers.

## Sponsorship Levels

### **Naming Sponsor-\$2,500 Exclusive to One**

- Direct Competitive Industry Exclusivity above \$500 level
- Company name/logo becomes incorporated into event name and will appear on all event materials including but not limited to flyers, email promotions, tickets, and print/broadcast advertising
- Acknowledgement on DI website and social media
- Signage at event and verbal recognition during program
- Opportunity to distribute marketing materials at event
- First right of refusal following year
- Six event tickets

### **Gold Sponsor-\$1,500 Exclusive to One**

- Direct Competitive Industry Exclusivity above \$500 level
- Recognition as Gold Sponsor on all flyers, posters and email promotions
- Acknowledgement on DI website and social media
- Verbal recognition during event program
- Opportunity to distribute marketing materials on site
- Four event tickets

### **Wine Glass Sponsor -\$1000**

- Company name incorporated on sampling wine glass distributed to all guests
- Verbal recognition during event
- Two event tickets



# IT'S A WONDERFUL LIFE FESTIVAL

NOVEMBER 17—DECEMBER 16, 2018

**ATTENDANCE:** 7,500+

For 20 years, Indiana has celebrated the start to the holiday season with the Lucy Donnelly Holiday Parade & Festival on the Friday evening before Thanksgiving. Each year, the crowd grows and the parade gets a little larger, as downtown Indiana lights up. In 2016 Downtown Indiana expanded upon this one-night tradition, and for the past two years has hosted 5 weekends of music, activities and fun. In 2018, plans include expanding activities throughout downtown and developing more options for Friday evenings, while keeping Saturday focused on kids & families—and Santa!

## Sponsorship Levels

### Naming Sponsor

**3 Year Commitment - \$7500 year one, \$6500 year two, \$6500 year three**

#### **1 Year Commitment—\$7500**

- Exclusive to one sponsor
- Company name/logo becomes incorporated into event name and will appear on all event materials including but not limited to flyers, email promotions, and print/broadcast advertising
- Signage at event and verbal recognition from stage for the duration of event
- Acknowledgement on both IAWL and DI website/social media
- Opportunity to distribute sponsor-provided marketing materials during festival
- First right of refusal following year

**SOLD**

### Gold Sponsor—\$5,000

**3 Year Commitment—\$5,000 year one, \$4,000 year two, \$4,000 for year three**

#### **1 Year Commitment—\$5,000**

- Exclusive to one sponsor
- Recognition as Gold Sponsor on all event printed materials
- Signage at event and verbal recognition from stage for the duration of event
- Opportunity to distribute sponsor-provided marketing materials during festival
- Acknowledgement on both IAWL and DI website/social media.
- First right of refusal following year

### Holiday Movies Naming Sponsor-\$3,500

- Exclusive to one sponsor.
- Company name/logo becomes incorporated into event name and will appear on all event materials including but not limited to flyers, email promotions, and print/broadcast advertising
- Opportunity to distribute sponsor-provided marketing materials during movies
- Acknowledgement on both IAWL and DI website/social media
- Signage at theater during movies acknowledging sponsorship and ability to show commercial prior to movie
- First right of refusal following year



# IT'S A WONDERFUL LIFE FESTIVAL

NOVEMBER 17—DECEMBER 16, 2018

## IAWL Sponsorship Levels (cont'd)

### Individual Weekend Sponsor

**3 Year Commitment—\$2,500 year one, \$2,250 year two, \$2,250 year three**

**1 Year Commitment—\$2500**

- Exclusive to one sponsor per weekend
- Recognition as a Weekend Sponsor on all event printed materials.
- Recognition in all advertising for individual weekend
- Signage at event during sponsored weekend
- Acknowledgement on both IAWL and DI website/social media

### Holiday Movies Individual Weekend Movie Sponsor-\$1000

- Exclusive to one sponsor per weekend
- Recognition as a Individual Weekend Movie Sponsor on all printed materials. Recognition in all advertising that weekend's movies
- Signage at event during sponsored movies
- Acknowledgement on both IAWL and DI website/social media

### Holiday Structure Sponsor

**Stage Sponsor—\$2,500 • Holiday Structure—\$1,000**

- Exclusive to one per structure
- Recognition as Structure Sponsor on all event printed materials
- Signage on sponsored structure for the duration of the festival
- Acknowledgement on both IAWL and DI website/social media

### Individual Activity Sponsor—\$750

- Exclusive to one per activity
- Recognition as Activity Sponsor on all event printed materials
- Signage at sponsored activity
- Acknowledgement on both IAWL and DI website/social media

### Entertainment Sponsor—\$750

- Exclusive to one per entertainer
- Recognition as Entertainment Sponsor on all event printed materials
- Signage at sponsored entertainment
- Acknowledgement on both IAWL and DI website/social media

### Patron —\$250

- Recognition on patron sign at festival
- Acknowledgement on both IAWL and DI website



# DI ANNUAL MEETING

JANUARY 2019

The annual meeting is held each January for members & supporters of Downtown Indiana to receive updates and network while enjoying great food from one of our local restaurants. During the meeting, the Downtown Ambassador and Heart of Downtown Awards are presented by the DI board.

## Sponsorship Levels

### **Presenting Sponsor-\$1,500 Exclusive to One**

- Direct Competitive Industry Exclusivity above \$500 level
- Company name/logo becomes incorporated into event name as presenting sponsor and logo will appear on all event materials including but not limited to invitations, email promotions, tickets, event program and print/broadcast advertising
- Acknowledgement on DI website and social media
- Signage at event and verbal recognition during program
- Opportunity to distribute marketing materials at event
- Six event tickets

### **Gold Sponsor—\$1,000**

- Recognition (name of company) as Gold Sponsor on invitations, event program and email promotions
- Acknowledgement on DI website and social media
- Verbal recognition during event program
- Four event tickets

### **Silver Sponsor—\$500**

- Recognition in event program
- Verbal recognition during event
- Two event tickets

# WINTER WARM UP

FEBRUARY 2019

## ATTENDANCE: 250

Family-friendly activities in IRMC Park including crafts, marshmallow toasting and outdoor games. Free and open to the public. Those purchasing a \$15 ticket can enjoy the best winter foods that downtown Indiana has to offer and have a chance to win Penguins tickets.

### Sponsorship Levels

**SOLD**

#### Naming Sponsor-\$1,500 Exclusive to One

- Direct Competitive Industry Exclusivity above \$500 level
- Company name/logo becomes incorporated into event name and will appear on all event materials including but not limited to flyers, email promotions, tickets, and print/broadcast advertising
- Acknowledgement on DI website and social media
- Signage at event and verbal recognition during program
- Opportunity to distribute marketing materials at event
- First right of refusal following year
- Six event tickets

#### Gold Sponsor \$1,000 Exclusive to One

- Direct Competitive Industry Exclusivity above \$500 level
- Recognition as Gold Sponsor on all flyers, posters and email promotions
- Acknowledgement on DI website and social media
- Opportunity to distribute marketing materials at event
- Four event tickets

#### Family Fun Activity Sponsor—\$500

- Recognition as sponsor of DI crafts and activities on signage and in verbal announcements at event
- Recognition on DI website and social media
- Two event tickets

# YEAR-ROUND SPONSORSHIP

## Sponsorship Levels

### **Premier—\$7,500**

- Recognition on DI and event websites with link to your business website
- Recognition in weekly e-newsletters and in DI e-blasts (excluding named events)
- Recognition on DI social media throughout the year
- Recognition on DI event social media
- Recognition on signage at Northern Appalachian Folk Festival and It's a Wonderful Life Festival
- Recognition as DI Premier Sponsor at Annual Meeting and all membership meetings
- Recognition in DI Annual Report (January 2019)
- Four tickets to all DI ticketed events including Taste & Tour, Oktoberfest, Wine Walk, Winter Warm Up and the Annual Meeting

### **Partner —\$5,000**

- Recognition as a Partner on DI and events websites with link to your business website
- Recognition in weekly e-newsletters
- Recognition on DI social media
- Recognition as DI Partner at Annual Meeting and all membership meetings
- Two tickets to all DI ticketed events including Taste & Tour, Oktoberfest, Wine Walk, Winter Warm Up and the Annual Meeting

### **Advocate—\$2,500**

- Recognition on DI website with link to your business website and social media as DI Advocate
- Recognition at DI Annual Meeting and all membership meetings as DI Advocate
- Two tickets to Annual Meeting and to one other tickets event of sponsor's choosing (Taste & Tour, Oktoberfest, Wine Walk, Winter Warm Up)



## Downtown Indiana Sponsorship Commitment Form

Name of sponsor as it should be appear on materials:

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Contact Title \_\_\_\_\_

Phone E-Mail \_\_\_\_\_

Event \_\_\_\_\_ Sponsorship Level \_\_\_\_\_

Linda G. Mitchell

Executive Director

Downtown Indiana

Sponsor Representative

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# THANK YOU

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Downtown Indiana appreciates your support!