



Annual  
Event Schedule  
&  
Sponsorship Opportunities

For more information please contact:

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# ANNUAL MAINSTREET DAYTON SPONSORSHIP LEVELS

Level	Event	What you get
Bronze \$500	The Stroll	Logo on Posters
	PumpkinFest	Logo on Treat bags, free booth
	Christmas	Logo on Posters
	Mardi Gras	Logo on Posters
	MainStreet	1 Light Pole Sponsor Flag (for one year), logo on sponsor banner on the website, membership for one year
Silver \$1000	PumpkinFest	Logo on treat bags, poster, all promotional materials printed after donation is received, and free booth.
	The Stroll	Logo on Posters, Logo on Luminaries
	Christmas	Logo on Posters, logo on Caroling Flyers
	Mardi Gras	Logo on Posters, ads
	MainStreet	2 Light Pole Sponsor Flag (for one year), logo on sponsor banner on the website, membership for one year
Gold \$1500	PumpkinFest	Logo on T-shirts, treat bags, poster, all promotional materials printed after donation is received, and free booth.
	The Stroll	Logo on Posters, Logo on Luminaries
	Christmas	Logo on Posters, logo on Caroling Flyers
	Mardi Gras	Logo on Posters, ads
	MainStreet	2 Light Pole Sponsor Flag (for one year), logo on sponsor banner on the website, membership for one year
Platinum \$2500	PumpkinFest	Larger logo on T-shirts, treat bags, posters, all promotional material printed after the donation is received, and a free booth. Also be allowed to submit your banner to be displayed at Centennial Park.
	The Stroll	Logo on Posters, luminaries, tickets, and in advertisement
	Christmas	Logo on Posters & ads, Carolling Flyers, Free booth, and display your banner at Centennial Park.
	Mardi Gras	Logo on Posters, ads, luminaries, treat bags, free booth.
	MainStreet	4 Light Pole Sponsor Flag (for one year), logo on sponsor banner on the website, membership for one year

Diamond Sponsorship \$5000	PumpkinFest	Free Full page ad in Tab insert in The Herald News, Larger logo on T-shirts, treat bags, posters, all promotional material printed after the donation is received, event banner and a free booth. Logo will be displayed on Banner behind stage at Centennial Park. Also be allowed to submit your banner to be displayed at Centennial Park.
	The Stroll	Logo on Posters, Luminaries, tickets, in advertisements, and event Banner.
	Christmas	Logo on Posters, Carolling Flyer, in ads, Event Banner, Sweatshirts and banner on stage at Centennial Park. Display your banner at Centennial Park, Free Booth
Flag Only Sponsorship \$250	MainStreet Mardi Gras	Logo on Posters, ads, luminaries, treat bags, event Banner, and on site banner. Free booth
	MainStreet	6 Light Pole Sponsor Flag (for one year), logo on sponsor banner on the website, one year MainStreet membership
	MainStreet	1 Light Pole Sponsor Flag (for one year), one year MainStreet membership

MainStreet Dayton is planning many events this year, with more hopefully on the way. We appreciate you help in making it possible for us to bring these exciting events to our downtown. We also appreciate your support as we strive to revitalize our historic downtown and make it into a safe, vibrant, fun place for people to enjoy.

- Bronze Sponsor - \$500                       Gold Sponsor - \$1500                       Diamond Sponsor - \$5000
- Silver Sponsor - \$1000                       Platinum Sponsor - \$2500                       Light Pole Sponsor Flag only - \$250
- One Corporate Membership only - \$100                       One Year Membership only - \$45

Other Amount/Product/Service \_\_\_\_\_

Organization \_\_\_\_\_

Contact \_\_\_\_\_ Position \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature above indicates authorization to make this commitment on behalf of my company.

Will you need a booth?  No  Yes for the Mardi Gras  Yes for the PumpkinFest  Yes for Christmas Downtown

For more information about being a sponsor contact Anna Tromanhauser, 775-9847.  
Make checks payable to Mainstreet Dayton, 107 Main Street, Dayton, TN 37321

## Main Street Dayton Annual Sponsorship Benefits At A Glance

Event		Bronze	Silver	Gold	Platinum	Diamond
MainStreet Mardi Gras						
	Logo on Posters	•	•	•	•	•
	Logo in advertisement		•	•	•	•
	Logo on luminaries				•	•
	Free booth				•	•
	Event Banner					•
	Logo on site banner					•
PumpkinFest						
	Logo on Posters	•	•	•	•	•
	Logo on Treat Bags	•	•	•	•	•
	Free Booth	•	•	•	•	•
	Logo on T-Shirts			•	•	•
	Logo on all printed material		•	•	•	•
	Logo in advertising				•	•
	Logo on sponsor banner on website					•
	Also allowed to submit your banner to be hung up at Centennial Park				•	•
	Full Page ad in the PumpkinFest Tab Insert in The Herald News					•
The Holiday Stroll						
	Logo on Posters	•	•	•	•	•
	Logo on Luminaries		•	•	•	•
	Logo on tickets				•	•
	Logo in advertisements				•	•
	Event Banner					•

		Bronze	Silver	Gold	Platinum	Diamond
Christmas Downtown						
	Logo on Posters	•	•	•	•	•
	Logo on Carolling Flyer		•	•	•	•
	Free Booth				•	•
	Logo in advertisement				•	•
	display banner at Centennial Park				•	•
	Event Banner					•
MainStreet Benefits						
	Sponsor Light Pole Banner Flags (1 year)	1	2	2	4	6
	Annual Membership	•	•	•	•	•
Most Events	Sponsor Banner At Centennial Stage (for any event using the stage)					•



## **MainStreet Dayton - Event Overview Sponsorship Opportunities**

Title of Event: MainStreet Mardi Gras  
Date: Late February/Early March  
Location: Downtown Dayton  
Attendance: approximately 500  
Audience Profile: Families & Individuals of all ages.

### **Overview:**

3 to 6 pm in downtown Dayton - Market Street closed from Main to 2nd

- Mardi Gras theme DJ / entertainment
- Artisans (musicians and artists) located inside merchant locations
- Vendor booths available for \$50 (food, games, organizations, or wares) or MainStreet Member booth \$20

### **Marketing & Media Coverage:**

Posters in stores & local businesses.

Promotional materials sent via email to MainStreet members & friends.

Press releases to local & regional news papers

Advertisement in local Herald News

MainStreet Dayton website ([www.mainstreetdayton.org](http://www.mainstreetdayton.org))

Annual MainStreet Sponsorship Levels (see attached sponsor sheet)

### **EVENT SPECIFIC SPONSORSHIPS:**

For more information about being a sponsor contact Anna Tromanhauser, 775-9847. Make checks payable to Mainstreet Dayton, 107 Main Street, Dayton, TN 37321



## **Main Street Dayton- Event Overview Annual Sponsorship Opportunities**

**Title of Event:** PumpkinFest

**Date:** A Two-Day Halloween Event

**Location:** Downtown Dayton

**Attendance:** 10,000 - 12,000

**Audience Profile:** Individuals & families from Dayton and surrounding areas.

**Overview:** The annual PumpkinFest is becoming a Dayton tradition. The festival offers our kids an alternative to traditional Halloween activities. There is so much going on during the PumpkinFest – merchant treating, craft booths, food vendors, games, music, entertainment, prizes, contests, Perfectly Pumpkin Pie & Cake Baking Contest, etc.

### **Marketing & Media Coverage:**

Billboard

Posters in stores & local businesses.

Flyers distributed by merchants.

Promotional materials sent via email to MainStreet members & friends.

Press releases to local & regional news papers

Advertisement in local Herald News

Tab insert in The Herald News

MainStreet Dayton website ([www.mainstreetdayton.org](http://www.mainstreetdayton.org))

Annual MainStreet Sponsorship Levels (see attached sponsor sheet)



**EVENT SPECIFIC SPONSORSHIP OPPORTUNITIES:**

The following PumpkinFest events may be sponsored separately from an Annual MainStreet Sponsorship. Sponsors of these events may want to have additional promotion of events, or have photos taken with winners for the newspaper, etc. Amount of sponsorship will cover the costs of the event, including the amount in cash or prizes to be given to the winner(s) of that contest or event.



- Perfectly Pumpkin Pie & Cake Contest: Adult & Children’s categories
- Jack-o-lantern Carving Contest: Adult & Children’s categories
- Pumpkin Painting Contest: Adult & Children’s categories
- PumpkinFest Coloring Contest: K – 1st grades, 2nd – 3rd grades, and 4th – 5th grades categories
- Costume Contests: Categories – Ages 0-4, Ages 5-9, Ages 10-14, Ages 15 & up, Group
- Scary-oke: Best Vocalist, Most Creative, Best Group or Duo, 14 and under category
- Pumpkin Pie eating Contest: Adult & Children’s categories

Event to Sponsor \_\_\_\_\_

Organization \_\_\_\_\_

Contact \_\_\_\_\_ Position \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

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# HOLIDAY STROLL

## Stroll, Shop, Enjoy

### **Main Street Dayton - Event Overview Sponsorship Opportunities**

Title of Event:	Holiday Stroll
Date:	normally the second Thursday in November 4-9 pm
Location:	Downtown Dayton Shops
Attendance:	1,500 - 2,000
Audience Profile:	Individuals & families from Dayton and surrounding areas.

**Overview:** The Holiday Stroll is the kick-off of the Christmas season in downtown Dayton. The streets are lined with luminaries, stores are decked out for Christmas, and merchants have special sales & drawings for prizes. Many merchants & downtown businesses serve light refreshments, and some have live music.

#### **Marketing & Media Coverage:**

Posters in stores & local businesses.  
Flyers distributed by merchants.  
Promotional materials sent via email to MainStreet members & friends.  
Press releases to local & regional news papers  
Advertisement in local Herald News  
MainStreet Dayton website ([www.mainstreetdayton.org](http://www.mainstreetdayton.org))



**Annual MainStreet Sponsorship Levels (see attached sponsor sheet)**

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# CHRISTMAS DOWNTOWN

## Main Street Dayton - Event Overview Sponsorship Opportunities

Title of Event:	Christmas Downtown
Date:	First Saturday of December
Location:	Downtown Dayton, Tennessee
Attendance:	2,000

Audience Profile: Individuals from Dayton and surrounding areas, tourists visiting Dayton, particularly animal & horse enthusiasts.

Overview: There are several events within Christmas Downtown. All are focused on the quaint Christmas, honoring the roots of our historic town.

Previous year's Christmas Lineup:

- ALL DAY: SALES in downtown Merchants' shops!
- Craft Vendors on the Courthouse Lawn
- 12-2: Photos with Santa at Centennial Park
- 2 pm: Christmas Critters- Fun Pet Pageant
- 3 pm: Music on the Courthouse Lawn
- 4:30 pm: The Horse & Carriage Parade – Traditional non-motorized parade
- Candlelight caroling at the courthouse- after the parade!





Marketing & Media Coverage:  
 Posters in stores & local businesses.  
 Flyers distributed by merchants.  
 Promotional materials sent via email to MainStreet members & friends.  
 Banner at Welcome Center  
 Press releases to local & regional news papers  
 Advertisement in local Herald News  
 MainStreet Dayton website ([www.mainstreetdayton.org](http://www.mainstreetdayton.org))

Annual MainStreet Sponsorship Levels (see attached sponsor sheet)

Organization \_\_\_\_\_

Contact \_\_\_\_\_ Position \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

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## Main Street Dayton Sponsorship Opportunity

DIAMOND SPONSOR WILL RECEIVE SPONSOR BANNER AT CENTENNIAL STAGE



This banner will be displayed at each event that utilizes the stage. Plus this banner will be displayed if space allows at any other event that we have.

**Main Street Dayton  
Sponsorship Opportunity  
LIGHT POLE FLAG SPONSOR \$250**



Flag Sponsorship for \$250 is for one flag with logo ONLY. All other MainStreet Dayton Sponsorship Levels ALSO receive Light Pole Flags with logo in addition to the other benefits listed, with number of flags depending on level of sponsorship (see attached sponsor sheet for number of flags received at each sponsor level).

Your logo or name will be placed on a 30” x 18” banner and hung under the seasonal banners on one of the light poles in downtown Dayton. It will remain up for one year.