



Sponsorship Support Agreement *City of Appleton*

City of Appleton will be acknowledged as a support sponsor of the following events and programs, as part of this sponsorship package: Business Retention/ Residential Outreach Program, Community Public Market, Small Business Saturday, Summer Support/ Farm Market, Downtown Creates Walk Events, Light Up Appleton, Annual Awards Celebration and Annual Meeting.

Items listed are specific to that event and are showcased under the event title. Opportunities available with each event sponsorship includes the following:

- Social media mentions leading up to event and City of Appleton logo recognition on each event page.
- City of Appleton logo inclusion will be featured on the ADI website for one full year and can be linked back to the City of Appleton website.
- Logo inclusion on all promotional materials, including tickets, posters, banners, flyers, print ads, etc.
- Facebook exposure on the Appleton Downtown Facebook page as a Favorite page. Page currently has 17,300+ fans and is a great way to engage and interact with the community.
- Additional acknowledgement in ADI's weekly public E-blast communication.

Sponsorship Benefits:

Downtown Business Retention/ Residential Outreach \$2,000

- City of Appleton link and logo inclusion on our website supporting the downtown property search tool and business recruitment information. Website updates happening in 2022 will include City staff recommendations and resources to share.
- Downtown resident and new employee Welcome Packet inclusion with City website/resources QRcode. ADI staff will create the cards.
- Support for year-round business retention visits and new business attraction efforts

Avenue of Ice – ice carving \$ Included

-Promotion of Art through varieties of carved ice, while attracting customers to walk the Downtown District

- Signage designating sponsor of event and ice carving.

Virtual Annual Meeting and Downtown Project Reports \$500

-Report to Stakeholders

- Invitation as speaker to present City updates.

Sustaining Summer Support with Farm Market \$2,500

-Promoting Eat Local, Shop Local – includes Downtown Businesses and Farm Market Vendors

- Support for infrastructure needs to effectively produce the Farm Market for a full season.
- Occasional booth space available for City of Appleton promotion: Appleton Public Library, Appleton Police Department, Park & Recreation, etc. Schedule to be worked out with ADI Staff.
- Facebook exposure on the Downtown Appleton Farm Market Facebook page as a Favorite page. Current page has 17,300+ fans and is a great way to engage and interact with the community.

Downtown Creates Walk Events & Placemaking Initiatives: \$2,000

-Promotion of Local Artists through Music, Art & Culture, while attracting customers to walk the Downtown District

- Four summer dates: May 20, June 17, July 15, and August 19
- Opportunity to participate during each event, perhaps each department could have a chance to share information with the public such as: *Open Office Hours with the City of Appleton*. This would be a great time to share updates on the library project or educate people on how to use Valley Transit. ADI staff can help coordinate with City departments.
- Supports additional placemaking and public art initiatives.

Light Up Appleton: \$2,500

-Free Family event to Celebrate the Light of the Season through Music, Art & Culture, while attracting customers to Downtown District for the Holidays

- City of Appleton logo on all Light up Appleton promotional material.
- Activities such as: FREE treat walk, community entertainment stage, handcrafted Market, wagon rides and so much more!

Downtown Business Awards Celebration table: \$500

-Celebration to Acknowledge Downtown Businesses for their Achievements

- Reserved table for eight.*
- Recognition in the program and from the stage.

Community Public Market \$2,500

-Promoting Eat Local, Shop Local – includes Downtown Businesses, Farm Market Vendors, Non-profits & Entertainment

- City of Appleton would have the option of a double booth 10x20 or two 10x10 booths available for promotion of various programs, such as: Appleton Public Library, Appleton Police Department, Park and Recreation Programs, etc. Schedule to be worked out between City of Appleton and ADI Staff.

Small Business Saturday \$2,500

-City wide Shop Local promotion event

- Support for the cooperative marketing effort with ADI and ANBA to produce the insert in the Thanksgiving Day paper to promote shopping local with small businesses throughout the City.

Note: All in-person events are subject to permit approval.



2022 Downtown Sponsorship Agreement
City of Appleton

As part of the sponsorship package, City of Appleton will be acknowledged as a sponsor of the following events with a sponsorship total of \$15,000, and breakdown is as follows:

Sponsorship total is \$15,000 and breakdown is as follows:

Downtown Business Retention & Attraction	\$2,000
Avenue of Ice – ice carving	Included
Virtual Annual Meeting	\$ 500
Summer Support/ Farm Market	\$2,500
Downtown Creates Walk Events	\$2,000
Downtown Business Award Celebration	\$ 500
Community Public Market	\$2,500
Small Business Saturday	\$2,500
Light Up Appleton	\$2,500

 City of Appleton Representative

 Date:

 Djuanna Kath
 Community Partnership Director
 Appleton Downtown Inc.

 Date: