



2021 City of Appleton Sponsorship Support Agreement

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, Downtown for the Holidays/ Light Up Appleton, Annual Awards Celebration and Annual Meeting.

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

Downtown Business Retention/Residential Outreach	\$3,000
Avenue of Ice – ice carving	\$ Included
Virtual Annual Meeting	\$ 500
Summer Support/ Farm Market	\$1,500
Downtown Creates Walk Events	\$2,500
Downtown Business Award Celebration	\$ 500
Community Public Market	\$2,500
Small Business Saturday	\$3,000
Downtown for the Holidays/ Light Up Appleton	\$1,500

Opportunities available with each event sponsorship includes social media mentions leading up to event, as well as social media 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 website. Facebook exposure on the Appleton Downtown Facebook page as a Favorite page. Page currently has 16,800+ fans and is a great way to engage and interact with the community. Additional acknowledgement in ADI's weekly e-blast communication.

Downtown Business Retention/ Residential Outreach \$3,000

- Residential Survey Support with City of Appleton to assist with material and mailing costs.
- City of Appleton logo inclusion.
- Welcome Packets with option to include Business card flyer with City website/resources.
- City funds support staff with business retention visits and City of Appleton updates.

Avenue of Ice – ice carving \$ Included

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

- Logo inclusion on all promotion material
- Signage designating sponsor of event and ice carving.

Virtual Annual Meeting and Downtown Project Reports \$500

-Report to Stakeholders

- Logo in all promotional materials leading up to event.
- Invitation as speaker to present City updates.

Sustaining Summer Support with Farm Market \$1,500

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

- City of Appleton logo on the summer support banner displayed at a secondary location at a variety of our summer events.
- Logo inclusion on Farm Market promotional materials.
- Occasional booth space available for City of Appleton promotion such as: Dignity and Respect campaign, Appleton Public Library, Appleton Police Department, Park & Recreation, etc. Schedule to be worked out with ADI Staff.

Downtown Creates Walk Events & Placemaking Initiatives: \$2,500

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

- Three summer dates: June 18, July 16 and August 20.*
- City of Appleton logo on all printed materials including posters, advertising, event programs and online promotion.
- Opportunity to participate during each event. Schedule to be worked out between ADI and City of Appleton. *
- Supports additional placemaking and public art initiatives.

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

- Fall event line up hosted at the Exhibition Center: Date TBD subject to Covid numbers and approval. *
- City to sponsor the performance stage featuring a diverse lineup of community performers. Assisted by Rhythms of the World to acquire additional programming. *
- City of Appleton would have the option of a double booth 10x20 or two 10x10 booths available for promotion of various programs, such as: Dignity and Respect Campaign, 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 \$3,000

-Shop Local promotion event

- City of Appleton logo on all printed materials including passports, posters, advertising, website and online promotion as Presented by!
- Promotional space in emails to participating businesses during the month prior to event.
- Cooperative marketing

Downtown for the Holidays and Light Up Appleton: \$1,500

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

- City of Appleton logo on the Downtown for the Holidays holiday guide and advertising.
- Holiday Fun Fest: a feature of the Downtown Appleton Indoor Market: December date. Activities such as: visits with Santa, cookies with Ms. Claus, Kids Craft Area, Kids Market along with the Handcrafted Market and so much more!*

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



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Downtown Business Retention/ Residential Outreach	\$3,000
Ice Carving at Avenue of Ice -Promotion of Art through carved ice, while attracting customers to walk the Downtown District	\$ Included
Annual Meeting and Downtown Project Reports -Report to Stakeholders	\$ 500
Sustaining Summer Support with Farm Market -Promoting Eat Local, Shop Local – includes Downtown Businesses and Farm Market Vendors	\$1,500
Downtown Creates Walk Events & Placemaking Initiatives -Promotion of Local Artists through Music, Art & Culture, while attracting customers to walk the Downtown District	\$2,500
Downtown Business Awards Celebration table -Celebration to Acknowledge Downtown Businesses for their Achievements	\$ 500
Community Public Market -Promoting Eat Local, Shop Local – includes Downtown Businesses, Farm Market Vendors, Entertainment, etc.	\$2,500
Small Business Saturday -Shop Local promotion event	\$3,000
Downtown for the Holidays and Light Up Appleton -Free Family event to Celebrate Light through Music, Art & Culture, while attracting customers to Downtown District for the Holidays	\$1,500

City of Appleton representative

Date: _____

Djuanna Hugdahl
Community Partnership Director
Appleton Downtown Inc.

Date: _____

Thank you for helping create a vibrant and artful Downtown!