



City of Appleton Downtown Sponsorship Agreement
Thank you for helping create a vibrant and artful Downtown

City of Appleton will be acknowledged as a sponsor of the following events, as part of this sponsorship package: Trolley Sponsorship, State of Downtown, Small Business Saturday, Summer Support Banner, Art on the Town, and Holiday Fun Fest.

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

Trolley Sponsor	\$3,000
State of Downtown	\$3,000
Small Business Saturday	\$3,000
Summer Support Banner	\$1,000
Art on the Town	\$2,500
Holiday Support	\$2,000
Award Celebration	\$ 500

Downtown Trolley Sponsorship \$3,000

- City of Appleton logo as one of 5 supporting community sponsors to appear on the trolley signage on both sides of the vehicle.
- City of Appleton logo and link on the Appleton Downtown Inc. website for a year.
- City of Appleton logo included in the trolley brochure map.

State of Downtown Development Summit \$3,000

- City updates on development and infrastructure projects within the downtown.
- Interactive panel presentations on small scale development and other topics of interest
- Development opportunity tours
- Networking Reception

Sustaining Summer Support \$1,000

- Additional acknowledgment in our monthly E-Blast communication to general public.
- City of Appleton logo on the summer support banner displayed at a secondary location at all events above.

Art on the Town \$2,500

- 5 events on the third Friday of the month May – September

- City of Appleton logo on all printed materials including posters, advertising, event programs and online promotion as “Presented by”! Sponsor mention on all radio ads with 91.1 The Avenue and any contests we host along with the event
- City of Appleton logo year round on the ADI homepage linked to your site
- Participate during each event with a display in Houdini Plaza or along College Ave.
- Signage at each Art on the Town venues (15).

Holiday Fun Fest and Light Up Night \$2,000

- City of Appleton logo on all Holiday publications, banners and advertising.
- Activities such as: visits with Santa, cookies with Ms. Claus, the One-Stop Elf Shop, the Handcrafted Market and more!

Small Business Saturday \$3,000

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

Downtown Business Awards Celebration table: \$500