

CREATE



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

City of Appleton will be acknowledged as a support sponsor of the following events and programs, as part of this sponsorship package: Trolley, Downtown Community Public Market, Small Business Saturday, Summer Support Banner, Light up Appleton, Downtown for the Holidays, Annual Awards and Annual Meeting, and the Downtown Appleton Farm Market.

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

Trolley Sponsor	\$3,000
Annual Meeting Support	\$ 500
Community Public Market	\$3,000
Small Business Saturday	\$3,000
Summer Support Banner	\$1,000
Art on the Town	\$2,500
Downtown for the Holidays	\$1,500
Award Celebration	\$ 500
Farm Market	-0-

Downtown Trolley Sponsorship \$3,000

- The free trolley provides an important connection between the Downtown and the Riverfront while highlighting the historic significance of the first electric trolley.
- 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.

Annual Meeting and Downtown Project Reports \$500

- Logo in all promotional materials leading up to event
- Provide promotional materials for take-home bag
- Includes corporate table for eight

Downtown Community Public Market \$3,000

- 3 event line up hosted at the Exhibition Center: February 8, March 21st and April 18th
- City would be the sponsor of the performance stage featuring a diverse lineup of community performers. We will be assisted by Rhythms of the World to line up the programming.
- City of Appleton would have a double booth 10x20 or two 10x10 booths available.

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 participating businesses during the month prior to event.

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 a variety of our summer events.

Art on the Town – evolving into Light up Appleton: \$2,500

- 3 total events days have not yet been selected. Two summer dates and one November date.
- 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.
- Logo inclusion on performance stage signage

Downtown for the Holidays and Holiday Fun Fest: \$1,500

- City of Appleton logo the Downtown for the Holidays holiday guide and advertising.
- Holiday Fun Fest: a feature of the Downtown Appleton Winter Market Dec. 12
Activities such as: visits with Santa, cookies with Ms. Claus, the One-Stop Elf Shop, the Handcrafted Market and more!

Downtown Business Awards Celebration table: \$500

- A table for 8 and recognition in the program and from the stage.

Farm Market: -0-

- Logo included on all promotional material
- Occasional booth space available for City promotion such as: Dignity and Respect campaign, Library, Park and Rec etc.. A schedule will be worked out with ADI staff.