



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, State of the Downtown, Small Business Saturday, Summer Support Banner, Art on the Town, Downtown for the Holidays, Annual Awards and Annual Meeting, and Farm Market.

The sponsorship total is \$15,500 and breakdown is as follows:

Trolley Sponsor	\$3,000
Annual Meeting Support	\$ 500
State of the Downtown	\$3,500
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

State of the Downtown \$3,500

- Presented by the City and ADI
- City updates on development and infrastructure projects within the downtown.
- Development opportunity tour

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 \$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).

Downtown for the Holidays & Light up Appleton: \$1,500

- This year we look to bring two events together into one amazing celebration of community!
- 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!

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.