



# Make a Connection With Our Community

## 2024 Sponsorship Opportunities

**\$20,000**

### First Friday Concert Series

- ✓ One Available
- ✓ Advertising from February - September
- ✓ Logo on all printed materials
- ✓ Logo and tagging on social media
- ✓ Expected minimum monthly reach of 120k

**\$5,000**

### First Friday Concert

- ✓ Five Available
- ✓ Choose your month May - September
- ✓ Promotion of event for 2 months minimum
- ✓ Logo and tagging on all social media
- ✓ Expected monthly minimum reach of 120k

**\$3,500**

### First Friday Art Market

- ✓ One Available
- ✓ Covers March - December
- ✓ Promotion of event for 10 months
- ✓ Logo and tagging on all social media
- ✓ Expected monthly minimum reach of 60k

**\$5,000**

### Downtown Cruise-In

- ✓ One Available
- ✓ Promotion of event for 2 months minimum
- ✓ Logo and tagging on all social media
- ✓ Expected monthly minimum reach of 120k

**\$5,000**

### Christmas on Commercial

- ✓ One Available
- ✓ Promotion of event for 2 months minimum
- ✓ Logo and tagging on all social media
- ✓ Expected monthly minimum reach of 120k

**\$2,500**

### Trick-or-Treat on Commercial Street

- ✓ One Available
- ✓ Promotion of event for 2 months minimum
- ✓ Logo and tagging on all social media
- ✓ Expected monthly minimum reach of 120k

**\$1,000**

### Dinner Under the Downtown Lights Main Course Sponsor

- ✓ One Available
- ✓ Promotion of event for 3 months minimum
- ✓ Logo on printed and tagging on all social media
- ✓ Expected reach of 50k

**\$500**

### Dinner Under the Downtown Lights Dinner Sponsor

- ✓ Three Available
- ✓ Promotion of event for 3 months minimum
- ✓ Logo on printed and tagging on all social media
- ✓ Expected reach of 50k

**\$250**

### Dinner Under the Downtown Lights Event Sponsor

- ✓ Multiple Available
- ✓ Promotion of event for 3 months minimum
- ✓ Logo on printed and tagging on all social media
- ✓ Expected reach of 50k



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# Make a Connection With Our Community

## Why Sponsor Downtown Events



### Connect With Our Community

Downtown is the heart of our community. We are building a large and vibrant network of visitors and community members. Downtown is a trusted and loved pillar of the Lebanon area. By sponsoring our events you reach real people with a real connection to Lebanon.



### Support Your Community

When you support Downtown Lebanon you are supporting our entire community. As we breathe new life into downtown, the increased visitors, revenues, and sales taxes support all of Lebanon and Laclede County. Your support reaches much more than just Downtown.



### Know the Value of Your Investment

Downtown tracks social media and website visitors and impressions. We advertise in our local newspaper and on local radio stations. Our monthly social media reach is 120k plus. When you sponsor Downtown events in 2024, you will receive an after-action report with details on how many people your sponsorship reached.



### Feel Good About Your Advertising

Downtown Lebanon is organized as a 501(c)(3) non profit organization. Your sponsorship is a tax-deductible donation that supports the revitalization of Downtown Lebanon. Your community will thank you for your support and you will feel good about spending your money to help your community.

