



2021 SALINE MAIN STREET EVENTS & SMALL BIZ RELIEF CORPORATE SPONSORSHIP

One sponsorship. Events and business support all year long!

Why sponsor Saline Main Street? Your brand will reach thousands of event attendees as a Saline Main Street supporter and link your business with the critical work we are doing to keep our downtown brick and mortar shops, services and restaurants open.

By backing Saline Main Street, you will help us give these small businesses a fighting chance in the struggle to overcome the impacts from Covid-19.

Below is a list of Saline Main Street's popular downtown events. A comprehensive list of community events organized by other organizations is included on page 2. Please note that not all events held in Downtown Saline are managed by Saline Main Street.



SALINE MAIN STREET COMMUNITY EVENTS

FabFeb Buttons **CELEBRATE LOCAL!**

Spending dollars locally is important, and for the entire month of February those who choose to support Saline Main Street with a \$5 donation will receive a FabFeb button to unlock specials, discounts, and other surprises! (February 2022)



Ladies Night Out **CELEBRATE WOMEN!**

Fashion designs and beauty trends come and go, but one thing that's always in style – girlfriends having great times together. Ladies Night Out is an evening on the town in honor of our local gals, with specials that are offered all night long throughout Downtown Saline. Ladies from near and far really look forward to this event! (Date to be announced.)



Salty Summer Sounds **CELEBRATE SUMMER!**

These free concerts in Downtown Saline are held every Thursday evening from June through August. Live music performances draw large crowds (300 to 600 each week), providing fun for kids and adults alike! (June through August 2021)



Oktoberfest **CELEBRATE OUR HERITAGE!**

A community favorite, this autumn cultural festival celebrates our German history with music, food, beer, children's activities, dancing, German games, wiener dog races and more! Live headliner entertainment draws the biggest crowds of the year to Downtown Saline. Oktoberfest is Saline Main Street's primary fundraiser! (September 17th and 18th)

Trunk or Treat **CELEBRATE HALLOWEEN!**

Our annual Trunk or Treat Halloween Event brings the whole community together. Tons of kids and families get in costume and gather for fun activities and free goodies in our safe, family-friendly outdoor space, right in the heart of Downtown Saline! (October 27th)



The 109 Cultural Exchange **MORE EXPOSURE FOR YOU!**

Throughout the year, Saline Main Street and our community partners hold lots of downtown functions at our multipurpose people's space. From workshops, monthly meetings, art classes and live music – to pop-ups and receptions. Our sponsor banner is always front row and center!

Saline Main Street is a 501 (c)(3) nonprofit volunteer-driven organization. Your sponsorship is greatly appreciated!

Saline 2021 SPONSOR MAIN STREET OPPORTUNITIES

The opportunities listed below give you year-round exposure to thousands of potential customers around the region! We're excited to unveil the new SMS logo, including updated logo designs for our 2021 community events.



SPONSOR BENEFITS	SPECTACULAR	SUPERB	AMAZING	FANTASTIC	WOW	COOL
	\$5000*	\$2,500	\$1,000	\$500	\$250	\$100
Company listing on Saline Main Street website year-round.	★	★	★	★	★	★
Special sponsor sign at all Saline Main Street gatherings and functions.	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Company name or logo on event web page.	LOGO	LOGO	LOGO	NAME	NAME	
Social media mentions throughout the year.	★	★	★	★		
Radio mentions (when applicable).	★	★	★	★		
Name or logo on poster (when applicable).	LOGO	LOGO	LOGO	NAME		
Name or logo on supporting marketing literature (when applicable).	LOGO	LOGO	LOGO	NAME		
Company logo on Saline Main Street website.	★	★	★			
Vendor space (when available).	★	★	★			
Verbal recognition throughout event by stage emcees.	★	★	★			
YOUR LOGO on entertainment stage banner (when applicable).	★	★				
YOUR LOGO on beer tent banner (when applicable).	★	★				
Participation fee waived for Trunk or Treat.	★	★				
Press release and photo opportunity in your location for sponsorship PR.	★	★				
Oktoberfest Friday evening for 8. Free admission and 16 drink tickets for guests.	★					

***\$5,000 Level | Two-year commitment.** In-kind is not applicable. The "Spectacular" level commitment must be made by February 15, 2021 and funds received by March 31, 2021 and 2022 respectively. **Annual or quarterly payment plans may be considered.**

Downtown Events

Your corporate sponsorship "one-time ask" supports Saline Main Street events ONLY (listed on page 1).

Please refer to the chart to clarify which events your sponsorship is funding. It is at these Main Street events that your support will be promoted.

MAIN STREET EVENTS	HOST ORGANIZATIONS	DATE
FabFeb Buttons	Saline Main Street	February
Ladies Night Out	Saline Main Street	March
Summer Music Series	Saline Main Street	June – August
Oktoberfest	Saline Main Street	September
Trunk or Treat	Saline Main Street	October
OTHER SALINE EVENTS	HOST ORGANIZATIONS	DATE
Celtic Festival	Friends of the Festival City of Saline	July
Summerfest	Summerfest Picnic in the Park	August
Holiday Week & Parade	Saline Area Chamber of Commerce	December

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