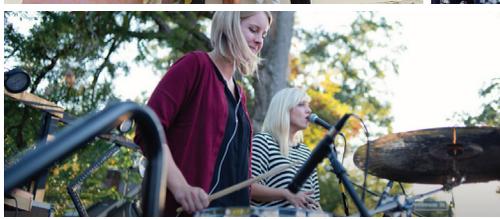




Clinton

main street

2016 Sponsorship Opportunities





Olde Towne Market

The 9th season of the Olde Towne Markets will begin on April 9 alongside the ever popular Caterpillar Parade. These open-air markets are held on the historic brick streets of Olde Towne Clinton. Your business will benefit from being associated with these successful community markets:

- APRIL 9** **Spring Into Green Market & 9th Annual Caterpillar Parade**
Anticipated Attendance: 4,000 – 5,000
- MAY 14** **Make Mine Vintage Market & 4th Annual Vintage and Classic Car Cruise In**
Anticipated Attendance: 3,000 – 4,000
- OCTOBER 8** **Fall for Clinton Market & 4th Annual Pet Parade**
Anticipated Attendance: 4,000 – 5,000
- NOVEMBER 12** **9th Annual Holiday Market**
Anticipated Attendance: 6,000 – 7,000

SUPPORTING SPONSOR - Market Banners..... \$500.00

Business name and logo will appear on a pole-mounted banner on Jefferson Street during the entire market season. Banners will be 24" x 60" and feature your business logo with the Olde Towne Market logo.

Your business will have the opportunity to have a featured booth at one market where a representative from your business can pass out your marketing material. If you choose to take advantage of this opportunity, your business will be highlighted in our e-newsletter (over 1,500 recipients) as the market's featured sponsor.

Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

TITLE SPONSOR - Entertainment..... \$1,200.00

Sponsor will be featured on banners in each of the entertainment areas, and on a pole-mounted banner on Jefferson Street during the entire market season. Pole-mounted banners will be 24" x 60" and feature your business logo with Olde Towne Market logo.

Your business will have the opportunity to have a featured booth at two markets where a representative from your business can pass out your marketing material. If you choose to take advantage of this opportunity, your business will be highlighted in our e-newsletter (over 1,500 recipients) as the market's featured sponsor.

Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

PRESENTING SPONSOR - Handheld Market Fans..... \$1,500.00

Sponsor will be featured on 750 handheld fans. These fans will be printed with the colorful Olde Towne Market logo on the front and the sponsor's logo with the market dates listed on the back. Fans will be used throughout the market season and will have a life beyond the markets as people use them at other outdoor events.

EVENT SPONSOR - 9th Annual Caterpillar Parade..... \$2,000.00

Business name and logo will appear on a banner to lead the parade, on giveaway items, and event tee shirt. Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

EVENT SPONSOR - 4th Annual Vintage and Classic Car Cruise In..... \$250.00

Business name, logo, and marketing material will appear in packets given to cruise-in participants. Your business will also have the opportunity to have a featured booth at the cruise-in where a representative from your business can pass out your marketing material. If you choose to take advantage of this opportunity, your business will be highlighted in our e-newsletter (over 1,500 recipients) as the market's featured sponsor.

Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, social media outlets, and City of Clinton calendar.

EVENT SPONSOR - 4th Annual Pet Parade \$350.00

Business name will appear as "Business Name Pet Parade" in advertising and publicity and on a banner to lead the parade. Your logo will be featured on each award given at the conclusion of the parade. Your business will be recognized as the event sponsor throughout the parade and awards ceremony, and a representative from your business may lead the parade as the Grand Marshal. You may also have two representatives from your business serve as part of the panel of judges and assist in presenting the awards.

Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, social media outlets, and City of Clinton calendar.

KIDS CORNER \$1,000

Business name will appear in signage in the Kids Corner and in advertising and publicity. Sponsorship will be used to rent bounce houses, children's train, photos with Santa, etc. for two markets.





PRESENTING SPONSOR - HANDHELD MARKET FANS..... \$1,500.00

*Unavailable in 2016-2017

Sponsor will be featured on 750 handheld fans. The fans will be printed with the colorful Fresh at Five logo on the front and the sponsor's logo with the market dates listed on the back. Fans will be used throughout the market season and will have a life beyond the markets as people use them at other outdoor events.

FIRE V. POLICE COOK-OFF SPONSOR \$1,000.00

Business name and logo will appear on an event banner and printed on 400 bottled waters to be given away at the event. Your logo will also appear on ten tee shirts to be given to the winning team. Your business will be recognized as a sponsor throughout the event, and a representative from your business may assist in presenting the trophy.

Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

Fresh at Five Farmers Market

The 5th season of Fresh at Five will kick off on Tuesday, June 7. These open-air farmers markets, held in the heart of Olde Towne on Jefferson Street, have been successful in connecting local farmers with the Clinton community. Take advantage of the opportunity to be a part of these fun, healthy markets.

Anticipated Attendance at Cook-off1,000

Anticipated Weekly Attendance 400

SUPPORTING SPONSOR - Entertainment.....\$300.00

*Unavailable in 2016 and 2017

Includes entertainment sponsorship for one month. Sponsor will be featured on sandwich board signs in each of the entertainment areas and in advertising and publicity. Limited to three sponsors.

SUPPORTING SPONSOR - FRIEND OF THE MARKET\$500.00

Sponsor's logo will be featured on new promotional items, along with the Fresh at Five logo. Items will be given away or sold at each market. Sponsor will receive five sponsored items free, will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

TITLE SPONSOR - MARKET BANNERS\$500.00

Business name and logo will appear on a pole-mounted banner during the entire market season. Banners will be 24" x 60" and feature your business logo with the Fresh at Five logo.

Your business will have the opportunity to have a featured booth at one market where a representative from your business can pass out your marketing material. If you choose to take advantage of this opportunity, your business will be highlighted in our e-newsletter (over 1,500 recipients) as the market's featured sponsor.

Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, social media outlets, and City of Clinton calendar.



Firefly Festival

This evening Olde Towne Market brings talented artists and musicians from across the state to the brick streets of Olde Towne. The Firefly Festival, to be held on August 27, will bring great exposure for your business to the community.

Anticipated attendance.....1,000

TITLE SPONSOR - Entertainment..... Contact for Pricing

Business name and logo will appear prominently on a mounted banner on the performance stage on the evening of the event. The banner will feature your business logo with the Firefly Festival logo and other sponsors. Your business will be recognized throughout the evening on stage, and a representative from your business will assist Main Street in announcing the evening's performers, if desired. You may also have two representatives from your business serve as part of the evening's panel of judges. Judges will visit each artist's booth and select the market's top three booths. You will be given five VIP passes that will allow you to meet each band, thirty dollars in merchandise credit, and five free event tee shirts featuring your logo.

Your business will have the opportunity to have a featured booth at the festival where a representative from your business can pass out your marketing material.

Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

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Firefly Festival Continued

STAGE SPONSOR Contact for Pricing

Business name and logo will appear on a mounted banner on the performance stage on the evening of the event. The banner will feature your business logo with the Firefly Festival logo and other sponsors. Your business will be recognized as the stage sponsor. You may also have one representative from your business serve as part of the evening's panel of judges. Judges will visit each artist's booth and select the market's top three booths. You will be given three VIP passes that will allow you to meet each band and three free event tee shirts featuring your logo.

Your business will have the opportunity to have a featured booth at the festival where a representative from your business can pass out your marketing material.

Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, and social media outlets.

PRESENTING SPONSOR - Handheld Festival Fans..... Contact for Pricing

Sponsor will be featured on 500 handheld fans. The fans will be printed with the colorful Firefly Festival logo on the front and the sponsor's logo and event details on the back. Fans will be distributed throughout the year, as well as on the evening of the event, and will have a life beyond the festival as people use them at other outdoor events.

SUPPORTING SPONSOR Contact for Pricing

Business name and logo will appear on a mounted banner on the performance stage on the evening of the event. The banner will feature your business logo with the Firefly Festival logo and other sponsors. You may also have a representative from your business to serve as one of the evening's judges. Judges will visit each artist's booth and select the market's top three booths. Your logo will appear on the event tee shirt.

Your business will have the opportunity to have a featured booth at the market where a representative from your business can pass out your marketing material.

Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, and social media outlets.

AWARD SPONSOR Contact for Pricing

Business name and logo will appear on all three plaques awarded to the evening's top booths. Your business will be recognized on stage as the award sponsor. You may also have a representative from your business serve as one of the evening's judges. Judges will visit each artist's booth and select the market's top three booths.



Olde Towne After Dark

TRIVIA & SIDEWALK SESSIONS

Be part of Olde Towne's emerging variety of late night entertainment! Olde Towne After Dark brings a number of evening events to the community, including trivia nights, live music events, and more! Your sponsorship supports local business, local talent, and local fun!

Anticipated monthly attendance at Third Thursday Trivia..... 75-100

Anticipated attendance at Sidewalk Sessions..... 150-200

TITLE SPONSOR \$1,500.00

Business name and logo will appear on a banner at each Olde Towne After Dark event. A representative from your business may pass out marketing material at each event. Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

Cruzin' Clinton Car Show

Cruzin' Clinton brings hundreds of car enthusiasts from all over the South to Olde Towne and the beautiful campus of Mississippi College. This incredible marketing opportunity will give statewide exposure to your business.

Anticipated attendance..... 800 - 1,000

TITLE SPONSOR \$500.00

Business name and logo will appear prominently on an on-site banner. Your business is also invited to set up a booth at the event to distribute marketing material or sell merchandise. You will receive five free event tee shirts.

Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

SUPPORTING SPONSOR \$250.00

Business name will be listed on the on-site banner. You will receive two free tee shirts. Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

AWARD SPONSOR..... \$50.00

Business name and logo will appear on a plaque to be awarded at the show.

Common Grounds

Be a part of Main Street Clinton's premier annual fall fundraiser. This event celebrates the creative culture in Clinton by featuring the artwork of four local artists. Artwork will be available for purchase at the event, and a silent auction showcases the best of Clinton businesses. A culinary sampling of delicious food will be available, as well as live music. Your business will benefit from the networking opportunities presented at this high-end event.

Anticipated attendance..... 100

TITLE SPONSOR \$2,500.00

Business name and logo will appear in advertising and publicity by Main Street Clinton and in several locations at the event. You will also receive ten free tickets. Sponsor name will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.



HomeGrown: A Farm to Table Fundraiser

Invest in the community and support local producers in this first-time Farm to Table spring fundraiser.

Anticipated attendance..... 100

TITLE SPONSOR \$Contact for Pricing

Business name and logo will appear in advertising and publicity by Main Street Clinton and in several locations at the event. You will also receive ten free tickets. Sponsor name will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

4th Annual Santa Claus Crawl

Join in on the fun at the 4th Annual Santa Claus Crawl! This event takes participants on a scavenger hunt in our Olde Towne businesses, with carriage rides, a photo booth, and refreshments along the way. Your sponsorship of this event will demonstrate your commitment to the shop local campaign.

Anticipated attendance..... 120

TITLE SPONSOR \$500

Your business name and logo will appear on a banner hung at the Santa Claus Crawl reception, as well as in advertising and publicity by Main Street Clinton. You will receive four tickets to the event. Sponsor name will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

Dinner & A Movie

Spring Dates April 8, 22, May 6, 20

Fall Dates..... To Be Announced

Anticipated attendance at each event..... 250

TITLE SPONSOR \$1,500.00

Sponsorship of entire movie season, Spring and Fall. Business name and logo will appear on a banner hung below movie screen and listing in advertising by Main Street Clinton. Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.



Just the Girls

Be part of this fun ladies' day out series held every third Thursday. Have a hand in showcasing our unique Clinton businesses through fun, interactive demonstrations.

Anticipated monthly attendance (February – October) 40

SUPPORTING SPONSOR \$500.00

Business name and logo will appear on signage at each event. Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.



Bike Art Project

Due to the success of Main Street Clinton's Bike Art Project this past spring, the community has asked for more installments of these one-of-a-kind pieces of art. Help fund this creative project that adds a unique flair to our downtown. Vintage and cruiser bikes, styled by local artists, will be mounted at various locations in Olde Towne.

BUSINESS OR INDIVIDUAL SPONSOR \$150.00

Sponsor name on sign, along with title and artist name, at installation site. Sponsor will also be listed as a Bike Art Project sponsor on the Main Street Clinton website.

Cruzin' with the Arrows

Be part of Clinton Boulevard's newest event. This Boulevard spirit night brings the community together in an old fashioned pep rally featuring the Clinton High School band, cheerleaders, football players, and Attaché showchoir. Your business will benefit from being part of this great community event.

Anticipated attendance 1,000

FAN SPONSORSHIP \$150.00

Sponsor name and logo will appear on 750 fans to be distributed at and prior to the event. Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

Boulevard Community Cook-off

The Boulevard Business District will host its first ever Community Cook-off. Your business will benefit from being associated with this fun family-friendly event.

TITLE SPONSOR **Contact for Pricing**

Business name and logo will appear on a banner at the event. Your business will be recognized as a sponsor throughout the event, and a representative from your business may assist in presenting the trophy. Sponsor name will be listed in advertising by Main Street Clinton and will appear on the Main Street Clinton website, e-newsletter, social media outlets, and City of Clinton calendar.

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