



2023 Event Sponsorship Opportunities

Main Street Car Show

Sunday, May 7th

Started in 2014, we're celebrating our 10th annual event this year!

PRESENTING PARTNER *—\$1,000

- ◇ Partner-provided signage at event
- ◇ Logo on event banner
- ◇ Mention in event announcements
- ◇ Logo on all printed materials
- ◇ Promotion on website & social media
- ◇ Partner-provided promotional items at info tent or on-site presence if desired.

EVENT PARTNER—\$500

- ◇ Small logo on event banner
- ◇ Mention in event announcement
- ◇ Name listed on all printed materials
- ◇ Promotion on website & social media

SUPPORTING PARTNER—\$100

- ◇ Name listed on event banner
- ◇ Mention in event announcement
- ◇ Promotion on website & social media

Pop-Up Market Series

Thursday Evenings - June 8 & 22, July 13 & 27, August 10 & 24

Your partnership investment covers all 6 events.

PRESENTING PARTNER *—\$1,000

- ◇ Logo on all printed materials
- ◇ Partner-provided signage at event
- ◇ Booth space at each event
- ◇ Promotion on website & social media

EVENT PARTNER—\$500

- ◇ Small logo on all printed materials
- ◇ Discounted booth space at each event
- ◇ Promotion on website & social media

SUPPORTING PARTNER—\$100

- ◇ Name listed on all printed materials
- ◇ Promotion on website & social media

Sip in Spring / Sip into Fall

Thursdays - March 23 | September 21

Your sponsorship covers both our Spring & Fall shop hops.

Presenting Partner*—\$1,000

- ◇ Logo on all printed materials (except sampling glasses)
- ◇ Mention in event announcements
- ◇ Promotion on website & social media
- ◇ 2 event tickets per event

EVENT PARTNER—\$500

- ◇ Small logo listed on all printed materials (except on sampling glasses)
- ◇ Mention in event announcements
- ◇ Promotion on website & social media
- ◇ 1 event ticket per event

SUPPORTING PARTNER—\$100

- ◇ Name listed on all printed materials
- ◇ Promotion on website & social media

Hops on the Rock: A Craft Beer Festival

Saturday, October 7

Our annual Craft Beer Festival continues to grow!

Presenting Partner*—\$1,000

- ◇ Partner-provided signage at event
- ◇ Logo on Event Banner
- ◇ Mention in event announcements
- ◇ Logo on all printed materials, including VIP t-shirts
- ◇ Promotion on website & social media
- ◇ 2 VIP Tickets to the event

Event Partner—\$500

- ◇ Small logo on event banner
- ◇ Mention in event announcements
- ◇ Name listed on all printed materials, including VIP t-shirts
- ◇ Promotion on website & social media
- ◇ 2 General Admission tickets to the event

Supporting Partner—\$100

- ◇ Name listed on event banner
- ◇ Mention in event announcements
- ◇ Promotion on website & social media

Seasonal Sights & Sounds

Friday, December 1 | Downtown Christmas Walk

In partnership with the Sauk Valley Chamber of Commerce we welcome the holiday season!

Presenting Partner*—\$1,000

- ◇ Partner-provided signage at event
- ◇ Logo on Event Banner
- ◇ Logo on all printed materials & advertising
- ◇ Promotion on website & social media
- ◇ Booth Space during Christmas Walk

Event Partner—\$500

- ◇ Small logo on event banner
- ◇ Name listed on all printed materials and advertising
- ◇ Promotion on website & social media

Supporting Partner—\$100

- ◇ Name listed on event banner
- ◇ Mention in event announcements
- ◇ Promotion on website & social media

Other Ways to Support Sterling Main Street

In addition to the many specific event-related promotional opportunities outlined herein, Sterling Main Street has a number of ongoing programs and revitalization activities for which funding is also needed. Your Unrestricted Partnership Contributions will be used to help support these activities as well as event support where needed. Partnership opportunities are welcomed from both businesses and individuals.

Unrestricted Partnership Contributions will be recognized as follows:

FRIEND OF MAIN STREET *for donations up to \$100* - Name listed on website & social media.

CORNERSTONE *for donations up to \$500* - Name listed on website & social media with link to business website or social media of choice.

FOUNDATION *for donations over \$500*—Logo on website & social media w/ link to business website or social media of choice.

SPECIAL PROJECTS:

Lamppost Flower Baskets

Help keep downtown Sterling looking great all summer long with your sponsorship of one of our lamppost flower baskets. Since 2014, Main Street has been placing these gorgeous baskets - now 37 of them - throughout the downtown all summer long. The cost of flowers, installation and watering needs is approximately \$300 per basket per season. Help us keep downtown beautiful and sponsor a basket this season! The baskets are typically hung in early June and remain up through early October. Your sponsorship will be noted with a marker on the basket and recognized on our website.

Twin City Farmers Market

As the Twin City Farmers Market continues to grow with the addition of the outdoor Marketplace, we continue to make improvements to our indoor market space.

Shoppes at Grandon Plaza

Invest in entrepreneurship in our community - "Grow Your Own" has proven to be one of the best small business development tools available in rural communities. Our retail incubator project is the perfect resource to help set these start up businesses up for success!

The Murals

Help support the ongoing efforts to restore and maintain our existing historic murals and bring new public art to our community.

Volunteer Opportunities

Sterling Main Street is a volunteer-driven organization. Without the assistance of our community, our activities and events would not be possible. Volunteer opportunities range from serving on ongoing committees for the betterment of our community, to specific task items. Opportunities are available for all ages. If you, your employees, friends or family would be interested in becoming more involved through donating your time and talent, please contact us for more information, or check out the "Get Involved" section on our website.

While multiple Presenting Partners are welcome for each event, opportunities are limited to 1 per business category per event (1 bank, 1 auto dealership, etc). This applies to Presenting status only for those noted with an *, and are available on a first committed basis.

*To submit your pledge please complete the form located on the last page by **March 1, 2023**, or via our online form using the QR Code:*

STERLING MAIN STREET
Sanborn Building
15 E.3rd Street
Sterling, IL 61081

☎ 815-626-8610

✉ info@sterlingmainstreet.org

WWW.STERLINGMAINSTREET.ORG
WWW.TWINCITYFARMERSMARKET.COM

2023 Sterling Main Street
Partnership Response Form



Please feel free to contact Sterling Main Street at any time throughout the year should you have questions regarding your partnership benefits, or would like additional information on any of our activities.

*We encourage input and feedback from the community.
We would love to hear from you!*



2023 Partnership Campaign Response

Business/Organization: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Phone: _____ Email: _____

Please check off the support levels for the events and projects you wish to support.
As a 501(c)3 non-profit organization, your contributions may be tax deductible.
100% of all Partnership Contributions are reinvested in the community.

Sip into Spring/ Fall

- Presenting \$1,000
- Event \$ 500
- Supporting \$ 100

Car Show

- Presenting \$1,000
- Event \$ 500
- Supporting \$ 100

Pop-Up Markets

- Presenting \$1,000
- Event \$ 500
- Supporting \$ 100

Hops on the Rock

- Presenting \$1,000
- Event \$ 500
- Supporting \$ 100

Sights & Sounds

- Presenting \$1,000
- Event \$ 500
- Supporting \$ 100

Flower Baskets

_____ Basket(s) @ \$300 ea.

Twin City Farmers Market

\$ _____

Shoppes at Grandon Plaza

\$ _____

The Murals

\$ _____

Unrestricted

Foundation \$ _____ (\$500+)

Cornerstone \$ _____ (\$100-499)

Friend \$ _____ (\$1-99)

I would like to be contacted about other opportunities available to help support Main Street Activities & Events

I would like to receive periodic emails from Sterling Main Street to keep up to date on activities, events and promotions happening within the downtown district.

I would be interested in learning more about **VOLUNTEER OPPORTUNITIES** with Sterling Main Street for myself and/or my employee(s).

I would like to set up a meeting with staff or a board member to discuss my ideas or concerns regarding the downtown district.

Payment Options:

- Pay in Full* (Payment Enclosed / Invoice Me)
- 3 equal installments billed April 1, July 1, October 1

Please make checks payable to "Sterling Main Street"

*Credit Cards Accepted. Please contact the office for details.

Please complete the above and return to:
Sterling Main Street · 15 E. 3rd Street · Sterling, IL 61081
Get your responses in early to ensure timely recognition of your sponsorships in our event promotions!
Questions? Phone: 815-626-8610 - or - E-mail: janna@sterlingmainstreet.org
www.sterlingmainstreet.org

