

# 2024 Sponsorship Opportunities



**MISSION:** to recreate and revitalize Downtown Maryville as a vibrant cultural and economic center that serves as a gathering place for both our community and our many visitors.

## *What do we do?*

**COLLABORATE** - As the connection point between government municipalities, downtown business owners and residents, area partners, and the community, the Downtown Maryville Alliance seeks to build partnerships between all who would benefit from having a thriving downtown community.

**ADVOCATE** - Downtown Maryville Alliance advocates for Downtown Maryville by building relationships with the City, the County, the Blount Partnership and other civic stakeholders. The DMA seeks to provide resources for business owners, marketing the unique offerings of Downtown Maryville, and by engaging volunteers who donate their time and effort to make events and community initiatives successful.

**ENGAGE** - The Downtown Maryville Alliance is a Main Street organization made up of individuals and businesses who want to see Downtown Maryville thrive. As we develop our program, more and more exciting initiatives, events and opportunities to get involved will come.



The Downtown Maryville Alliance is organized to actively revitalize Maryville's downtown as a vibrant, charming and unique gathering place - one that utilizes the resources available through the Tennessee Main Street and the National Main Street Center's Four Point Approach to revitalization to include design, economic revitalization, organization, and promotions.

## *How can you help?*

There are many ways to get plugged in help revitalize downtown Maryville through the Downtown Maryville Alliance. Read on for descriptions of our new giving, sponsorship, and volunteer opportunities for 2024!

# BECOME A “DOWNTOWN SUPPORTER”

Downtown Supporters are a group of individuals and businesses who want to show they are aligned with the work being done in our downtown district by donating through the Downtown Maryville Alliance (DMA).

## INDIVIDUALS

As a newly branded 501(c)(3) organization, the Downtown Maryville Alliance is a tax-exempt organization, EIN 82-4970271. Any financial or in-kind contribution you make towards the general operating costs of running the Downtown office will be fully tax-deductible. As a token of our appreciation, every donor will receive:

- A Downtown Maryville sticker
- Up-to-date information via the downtown supporter e-newsletter
- An invitation to the DMA Facebook group
- An invitation to DMA networking events
- Up-to-date information on opportunities to get involved in what’s happening downtown

For questions or more information on specific in-kind opportunities, contact the DMA office at [info@downtownmaryville.com](mailto:info@downtownmaryville.com).

## BUSINESSES

We celebrate our entire district but at the \$250 level (*\$150 non-profit rate*), businesses can receive the following services:

- “Downtown Supporter” designation on online business directory
- Scrolling logo on Downtown Maryville Alliance webpage
- Downtown Maryville window cling and opportunity to create custom branded cling
- 1 subscriber to the following: Up-to-date information via downtown supporter e-newsletter, invitation to DMA Insider Facebook group, and invitation to DMA supporter networking events

In addition to this base level of support, businesses and individuals have the opportunity to purchase sponsorships at all levels. New for 2024, we have the option of annual sponsorships for an entire calendar year (beginning February 2024), as well as individual event opportunities.

# BECOME A “DOWNTOWN ALLY” through an ANNUAL SPONSORSHIP

Become an Ally of Downtown! Organizations in any geographic location can support the general operating costs of running the Downtown Maryville Alliance. As a Downtown Ally, you can show your support for a thriving downtown. An annual sponsorship allows you to be a part of everything that is happening downtown from speaking engagements to email blasts to our new downtown website for the entire year!

## \$15,000 – DOWNTOWN CHAMPION

- Invitation to attend DMA board meetings in an advisory role
- Featured image on new Downtown Maryville.com homepage header
- Logo on new Downtown Maryville.com homepage
- Large logo on pop-up banner and/or in PowerPoint at all downtown presentations and speaking engagements by DMA staff and board, as well as DMA affiliated events (approximately 20 per year)
- Potential speaking opportunities at downtown press engagements and events
- Large logo on Downtown Maryville e-newsletters
- 3 annual social media feature pieces
- Monthly social media mentions
- Up to 6 subscribers to the following: Up-to-date information via downtown supporter e-newsletter, invitation to DMA Insider Facebook group, and invitation to DMA networking events
- 4 email blasts to downtown database
- Opportunity to host a “Business After Hours” afternoon mixer (4:30 – 6pm) for Downtown Supporters & Allies
- Opportunity for signage & promotional material to be put in downtown DMA office
- Logo printed on Holiday Market customer and artisan canvas tote bags with opportunity to provide swag
- 6 Uncorked tickets = 3 General Admission & 3 VIP (*includes General Admission*)
- Downtown Maryville window cling and 2024 calendar

## \$10,000 – DOWNTOWN PARTNER

- Featured image on new Downtown Maryville.com homepage
- Logo on new Downtown Maryville.com homepage

- Logo on pop-up banner at all downtown presentations and speaking engagements by DMA staff and board, as well as DMA affiliated events (approximately 20 per year)
- Logo on Downtown Maryville e-newsletters
- 2 annual social media feature pieces
- Bimonthly social media mentions
- Up to 4 subscribers to the following: Up-to-date information via downtown supporter e-newsletter, invitation to DMA Insider Facebook group, and invitation to DMA networking events
- 3 email blasts to downtown database
- Opportunity to host a “business after hours” afternoon mixer (4:30 – 6pm) for Downtown Supporters & Allies
- Opportunity for signage & promotional material to be put in downtown DMA office
- Logo printed on Holiday Market customer and artisan canvas tote bags with opportunity to provide swag
- 4 Uncorked tickets = 2 General Admission & 2 VIP (*includes General Admission*)
- Downtown Maryville window cling and 2024 calendar

#### **\$5,000 – DOWNTOWN PILLAR**

- Featured image on new Downtown Maryville.com secondary page
- Large logo on new Downtown Maryville.com homepage
- Logo on pop-up banner at all downtown presentations and speaking engagements by DMA staff and board, as well as DMA affiliated events (approximately 20 per year)
- Logo on Downtown Maryville e-newsletters
- 1 annual social media feature pieces
- Quarterly social media mentions
- Up to 2 subscribers to the following: Up-to-date information via downtown supporter e-newsletter, invitation to DMA Insider Facebook group, and invitation to DMA networking events
- 2 email blasts to downtown database
- Logo printed on Holiday Market customer and artisan canvas tote bags with opportunity to provide swag
- Opportunity to host a “business after hours” afternoon mixer (4:30 – 6pm) for Downtown Supporters & Allies
- Opportunity for signage & promotional material to be put in downtown DMA office
- 2 VIP (*includes General Admission*) tickets to Uncorked
- Downtown Maryville window cling and 2024 calendar

## \$2,500 – DOWNTOWN ADVOCATE

- Logo on new Downtown Maryville.com homepage
- Logo on pop-up banner at all downtown presentations and speaking engagements by DMA staff and board, as well as DMA affiliated events (approximately 20 per year)
- Logo on Downtown Maryville e-newsletters
- Quarterly social media mentions
- 2 subscribers to the following: Up-to-date information via downtown supporter e-newsletter, invitation to DMA Insider Facebook group, and invitation to DMA networking events
- 1 email blast to downtown database
- Opportunity for signage & promotional material to be put in downtown DMA office
- Logo printed on Holiday Market customer and artisan canvas tote bags with opportunity to provide swag
- 2 General Admission tickets to Uncorked
- Downtown Maryville window cling and 2024 calendar

## EVENT SPONSORSHIP

In addition to our prominent annual sponsorship options, corporations and individuals have the opportunity to sponsor specific events throughout the year.

**A DOWNTOWN ALLY (annual sponsor) has the unique opportunity to also sponsor an event with a 10% multi-sponsorship discount.**



# THE UNCORKED EXPERIENCE

Thursday, April 25, 2024 | Broadway Avenue

Spend an evening with us as we enjoy some of the very best food and beverage that Downtown Maryville has to offer. We're celebrating the 15<sup>th</sup> anniversary of this Maryville downtown tradition by offering The Uncorked Experience – highlighting the best of our venues, restaurants, regional wine, music and more. This will be a special evening with new activities focused on highlighting our vibrant Downtown. This event is one you don't want to miss!

## PRESENTING - \$7,500 (1)

- Logo headlining all promotional materials flyers, posters, newspaper ads, and digital promotion
- Logo on backdrop for event Photo Booth
- Business mentioned during any live promotions such as TV or Radio interviews
- Reserved seating at General Admission Event in SkyView at Broadway Social
- 10 VIP tickets (includes General Admission)
- Private transportation to take your group to the event and back

## PLATINUM - \$5,000

- Logo featured on all promotional materials flyers, posters, newspaper ads, and digital promotion
- Reserved seating at General Admission Event in SkyView at Broadway Social
- 8 tickets = 4 General Admission tickets & 4 VIP tickets (includes General Admission)
- Private transportation to take your group to the event and back

## GOLD - \$2,500

- Large logo on all promotional materials such as flyers, posters, newspaper ads, and digital promotion
- Reserved seating at General Admission Event in SkyView at Broadway Social
- 4 VIP tickets (includes General Admission)

## SILVER - \$1,000

- Small Logo featured on promotional materials: flyers, posters, and digital promotion
- 4 tickets = 2 General Admission tickets & 2 VIP tickets (includes General Admission)

## BRONZE - \$500

- Business name will be featured on promotional material: flyers, posters, and digital promotion
- 2 General Admission tickets

# DOWNTOWN MARYVILLE HOLIDAY MARKET

Saturday, November 30, 2024 | Broadway Avenue

Be a part of bringing the joy and magic to our downtown this holiday season! Hosted annually on Small Business Saturday, this Holiday Market is a free community event that draws thousands to Downtown Maryville from across the region.

## PRESENTING - \$2,500 (1)

- Large logo on customer and artisan canvas tote bags
- Opportunity to provide swag in tote bags
- Logo headlining all promotional materials
- Sneak peek opportunity to shop early in the indoor venue before the public and visit with Santa

## NORTH POLE - \$500 (5)

Provide a free children's activity during the Market and have your company name and logo featured. Choose between the following children's activity stations:

- Pictures with Santa
- Holiday Balloons
- Storytime with Mrs. Claus
- Clay Christmas Trees
- Christmas Cookies

## ELF - \$200

- Logo printed on customer and artisan canvas tote bags
- Opportunity to provide swag in tote bags

# ADDITIONAL OPPORTUNITIES

Choose a specific high visibility activity to be named after you during one of our events!

## HOLIDAY MARKET ICELESS ICE RINK SPONSOR - \$5,000

[Saturday, November 30, 2024 | Municipal Parking Deck](#)

Add something extra special to the Holiday Market with an iceless ice rink

- Ice rink will be named after business with name / logo on print and digital promotional materials and signage
- Early access to enjoy the ice rink prior to the public
- Sneak peek opportunity to shop early in the indoor venue before the public and visit with Santa

## LABOR DAY CELEBRATION FIREWORKS SPONSOR - \$7,500

[Sunday, September 1, 2024 | Jack Greene Park](#)

Celebrate Labor Day with the community at the Maryville Greenbelt Theatre in the Park with live music and fireworks show.

- Fireworks show will be named after business with name / logo on print and digital promotional materials and signage
- VIP parking and reserved seating to watch the fireworks
- Exclusive meet-and-greet with band before evening event begins
- Opportunity to speak on stage before the show

## DREW HOLCOMB CONCERT SPONSOR - \$10,000

[Date pending - Potential to add on to Summer on Broadway | Jack Greene Park](#)

Offered as a free event for the community, this concert would take place at the Maryville Greenbelt Theatre in the Park and would be an opportunity to showcase the Downtown Maryville video in which Drew and Ellie Holcomb provide the music

- Concert will be named after business with name / logo on print and digital promotional materials and signage
- Exclusive meet-and-greet with the band before evening event begins
- VIP parking and reserved seating for concert
- Opportunity to speak on stage before the show



# 2024 MENU OF OPTIONS

## DONATION LEVEL "Downtown Supporter"

Business | \$250       Non-Profit | \$150       Individual | \$ \_\_\_\_\_

## ANNUAL SPONSORSHIP LEVEL "Downtown Ally"

Champion | \$15,000       Partner | \$10,000       Pillar | \$5,000       Advocate | \$2,500

## EVENT-SPECIFIC SPONSORSHIP LEVEL

*Allies receive 10% multi-sponsor discount with any of the Event-Specific Levels*

### The Uncorked Experience

Presenting | \$7,500  
 Platinum | \$5,000  
 Gold | \$2,500  
 Silver | \$1,000  
 Bronze | \$500

### Holiday Market

Presenting | \$2,500  
 North Pole | \$500  
 Elf | \$200

### Other Opportunities

Concert | \$10,000  
 Fireworks | \$7,500  
 Ice Rink | \$5,000

Sponsor Name \_\_\_\_\_  
(As it should appear on recognition)

Sponsor Mailing Address \_\_\_\_\_  
\_\_\_\_\_

Representative \_\_\_\_\_  
(Name & email address)

Total Amount Due\*\* \$ \_\_\_\_\_ Payment Method (circle one) CHECK ONLINE

Send invoice? (circle one) YES NO to (circle one) MAILING ADDRESS EMAIL ADDRESS

THANK YOU FOR PARTNERING WITH THE DOWNTOWN MARYVILLE ALLIANCE  
to revitalize the historic and charming downtown of Maryville! Together, we can create a  
vibrant cultural and economic center that serves as a gathering place for both our community  
and our many visitors.

Your support makes *more* happen.