



2025 Sponsorship Opportunities

What is the Downtown Maryville Alliance?



The Downtown Maryville Alliance (DMA) is a non-profit organization and accredited Main Street program whose mission is, “to maintain the heart of our community as a vibrant, walkable center for unique local businesses and culinary experiences; to enhance our historic charm and embrace the natural environment in the Foothills of the Smokies”. We are comprised of an eleven-member Board of Directors, one full-time staff member and dozens of volunteers, all working within the four points of downtown revitalization as developed by the National Main Street model, including design, economic revitalization, organization, and promotions.

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.

What have we done?

Through the Main Street four-point approach, our volunteer committees have been able to work in the areas of downtown beautification (such as planters, flower boxes and public art), economic vitality (such as property and business inventories and small business development), organization (such as event and community volunteer management), and promoting our downtown's many assets. Below are some visual examples of the work that DMA has accomplished most recently:



Partnerships to bring public art like sculptures and murals to downtown



Community events like the Holiday Market



Downtown networking events



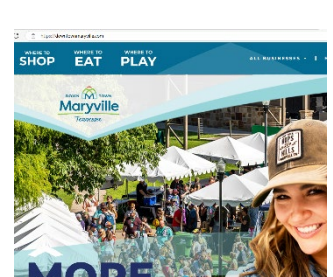
Beautification projects



Downtown events calendar



Downtown visitor center



Downtown Maryville website and social media

What do we plan to do?

Our board has developed an 18-month work plan for our short-term committee goals through the end of 2025. The work plan includes initiatives in the areas of additional beautification, small business recruitment and support, promotions like maps and walking tours, and downtown events. In partnership with the City of Maryville, we have also been at work on a Downtown Master Plan for the long-term vision of downtown Maryville. For more information on any of our strategic planning and short-term goals, contact Amanda Gillooly at amanda@downtownmaryville.com.

How can you help?

The work that is done through the DMA is achieved through the financial partnerships of businesses and individuals, as well as the hands-on work of dozens of community volunteers. Read on for donor and sponsor opportunities, and contact info@downtownmaryville.com for details on current volunteer opportunities.

MAKE A DONATION

As a 501(c)(3) non-profit organization, the Downtown Maryville Alliance (DMA) is a tax-exempt organization, EIN 82-4970271. Any financial or in-kind contribution you make towards our mission of revitalizing downtown Maryville will be fully tax-deductible.

INDIVIDUALS

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 DMA networking events

For questions or more information on specific in-kind needs, contact the DMA office at info@downtownmaryville.com.

BUSINESSES

Business owners in any geographic location also have the opportunity to donate towards our mission and show their support for our work. Any donation amount is appreciated, but with a minimum amount of \$250 (*\$150 for non-profits*), businesses can receive the following benefits:

- Downtown Maryville window cling
- Scrolling logo on Downtown Maryville Alliance section of the DowntownMaryville.com website
- “Supporter” designation on online business directory for downtown businesses
- Up-to-date information via the downtown supporter e-newsletter
- An invitation to DMA networking events

Donations can be made via check or online via the Downtown Maryville Alliance section of www.downtownmaryville.com.

BECOME A “DOWNTOWN ALLY” through an ANNUAL SPONSORSHIP

Downtown Allies of all levels and within any geographic location can show their support for a thriving downtown and receive sponsorship benefits throughout the entire calendar year. **An annual sponsorship allows you to be a part of everything that is happening downtown!**

\$15,000 – DOWNTOWN CHAMPION

- Invitation to attend DMA board meetings in an advisory role
- Potential speaking opportunities at downtown press engagements and events
- Featured photograph on www.DowntownMaryville.com homepage
- Photo opportunity with “big check” to highlight your company’s charitable contribution and support for downtown
- Opportunity to host a “business after hours” afternoon mixer (4:30 – 6pm) for Downtown Allies, donors & volunteers
- 3 social media feature pieces with professional photo shoot (over 22k followers)
- Opportunity for company booth/tent space at Holiday Market 2025
- Logo printed on Holiday Market customer and artisan canvas tote bags with opportunity to provide swag (November 29, 2025)
- 10 VIP tickets to Uncorked (April 10, 2025)
- Up to 8 guests at DMA networking events
- 4 email blasts to downtown database
- Monthly social media mentions (over 22k followers)
- 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)
- Logo on www.DowntownMaryville.com homepage
- Logo on street front window signage at DMA downtown office
- Logo on Downtown Maryville e-newsletters
- Opportunity for promotional material to be put in downtown DMA lobby
- Downtown Maryville window cling and 2025 calendar

\$10,000 – DOWNTOWN PARTNER

- Featured photograph on www.DowntownMaryville.com homepage
- Photo opportunity with “big check” to highlight your company’s charitable contribution and support for downtown
- Opportunity to host a “business after hours” afternoon mixer (4:30 – 6pm) for Downtown Allies, donors & volunteers
- 2 social media feature pieces with professional photo shoot (over 22k followers)
- Opportunity for company booth/tent space at Holiday Market 2025
- Logo printed on Holiday Market customer and artisan canvas tote bags with opportunity to provide swag (November 29, 2025)
- 10 tickets (4 General Admission and 6 VIP) to Uncorked (April 10, 2025)
- Up to 6 guests at DMA networking events

- 3 email blasts to downtown database
- Bimonthly social media mentions (over 22k followers)
- 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 www.DowntownMaryville.com homepage
- Logo on street front window signage at DMA downtown office
- Logo on Downtown Maryville e-newsletters
- Opportunity for promotional material to be put in downtown DMA lobby
- Downtown Maryville window cling and 2025 calendar

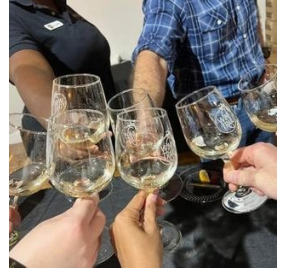
\$5,000 – DOWNTOWN PILLAR

- Featured photograph on new www.DowntownMaryville.com secondary page
- Photo opportunity with “big check” to highlight your company’s charitable contribution and support for downtown
- 1 social media feature piece (over 22k followers)
- Opportunity for company booth/tent space at Holiday Market 2025
- Logo printed on Holiday Market customer and artisan canvas tote bags with opportunity to provide swag (November 29, 2025)
- 8 tickets (2 General Admission and 4 VIP) to Uncorked (April 10, 2025)
- Up to 4 guests at DMA networking events
- 2 email blasts to downtown database
- Quarterly social media mentions (over 22k followers)
- 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 www.DowntownMaryville.com homepage
- Logo on street front window signage at DMA downtown office
- Logo on Downtown Maryville e-newsletters
- Opportunity for promotional material to be put in downtown DMA lobby
- Downtown Maryville window cling and 2025 calendar

\$2,500 – DOWNTOWN ADVOCATE

- 1 social media feature piece (over 22k followers)
- Logo printed on Holiday Market customer and artisan canvas tote bags with opportunity to provide swag (November 29, 2025)
- 4 VIP tickets to Uncorked (April 10, 2025)
- Up to 2 guests at DMA networking events
- 1 email blast to downtown database
- At least two social media mentions (over 22k followers)
- 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 www.DowntownMaryville.com homepage
- Logo on street front window signage at DMA downtown office
- Logo on Downtown Maryville e-newsletters
- Opportunity for promotional material to be put in downtown DMA lobby
- Downtown Maryville window cling and 2025 calendar

EVENT SPONSORSHIP



THE UNCORKED EXPERIENCE

Thursday, April 10, 2025

Spend an evening with our downtown community as we enjoy some of the very best food and beverage that Downtown Maryville has to offer. After 15 years, this annual fundraising event is still going strong and highlights the best of our venues, restaurants, regional wine, music and more. This will be a special evening in a surprise downtown location that you don't want to miss!

New for 2025, Uncorked is offering in-kind and specific sponsorship opportunities so your company can be highlighted in the area that you choose! Any of these areas can be in-kind or cash value

WINE SPONSOR - \$5,000

- 4 VIP tickets (includes General Admission)
- Logo on MaryvilleUncorked.com website, event signage at wine stations and Uncorked tasting menu
- Social media recognition

SIGNAGE SPONSOR - \$2,500

- 4 tickets = 2 General Admission and 2 VIP (includes General Admission)
- Logo on MaryvilleUncorked.com website and logo at bottom of all event signage

VALET SPONSOR - **CLAIMED**

- 2 VIP tickets
- Logo on MaryvilleUncorked.com website and event signage at outdoor valet station

WINE GRAB SPONSOR - **CLAIMED**

- 2 General Admission tickets
- Name/Logo on all wine grab bags

SILENT AND LIVE AUCTION DONATIONS

- We are grateful to receive donations of all sizes for our Uncorked silent and live auction. All donations are tax-deductible. Donations with a value of \$1,000 or more will receive 2 General Admission tickets and "donated by" on the auction description.

DOWNTOWN MARYVILLE HOLIDAY MARKET

Saturday, November 29, 2025

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 (print and digital)
- Sneak peek opportunity to shop early in the indoor venue before the public and visit with Santa

NORTH POLE - \$500 (5)

Help provide a children's activity for the community during the Market. Choose between the following children's activity stations (Holiday Balloons, Storytime with Mrs. Claus, Holiday Crafts, Facepainting, Photo Booth) or choose an activity of your own!

- Company name and logo featured on booth
- Promotional material with company name
- Social media recognition

SPONSORSHIP LEVELS SUMMARY

	Downtown Advocate \$2,500	Downtown Pillar \$5,000	Downtown Partner \$10,000	Downtown Champion \$15,000
Downtown window cling and 2025 calendar	✓	✓	✓	✓
Promotional material in downtown DMA lobby	✓	✓	✓	✓
Logo on downtown e-newsletters	✓	✓	✓	✓
Logo on window display at downtown DMA lobby	✓	✓	✓	✓
Logo on DowntownMaryville.com homepage	✓	✓	✓	✓
Logo on DMA pop-up banner for all events	✓	✓	✓	✓
Social media feature piece(s)	1	1	2	3
Social Media mentions	2	4	6	12
Email blast(s) to DMA database	1	2	3	4
Guests invited to DMA networking events	2	4	6	8
Uncorked tickets	4 VIP Tickets	2 General and 4 VIP Tickets	4 General and 6 VIP Tickets	10 VIP Tickets
Logo on Holiday Market canvas tote bag	✓	✓	✓	✓
Opportunity for booth at Holiday Market		✓	✓	✓
Featured photograph on DowntownMaryville.com		✓	✓	✓
"Big Check" photo opportunity		✓	✓	✓
Opportunity to host Afternoon Mixer			✓	✓
Professional photo shoot			✓	✓
Downtown speaking opportunities				✓
Invitation for DMA Board advisory role				✓

Your support makes *more* happen.



2025 PLEDGE FORM

DONATION \$ _____

☐ Business

☐ Individual

Donations can be made online at www.downtownmaryville.com or via mailed check to:
Downtown Maryville Alliance | 200 E Broadway, Suite 105 | Maryville, TN 37804



ANNUAL SPONSORSHIP

☐ Champion | \$15,000

☐ Partner | \$10,000

☐ Pillar | \$5,000

☐ Advocate | \$2,500

EVENT-SPECIFIC SPONSORSHIP

Uncorked (in-kind or cash donation)

☐ Wine | \$5,000

☐ Signage | \$2,500

CLAIMED Valet | \$1,500

CLAIMED Wine Grab | \$1,000

☐ Auction Donation Item: _____ Est. Value \$ _____

Holiday Market

☐ Presenting | \$2,500 (1)

☐ North Pole | \$500

TOTAL AMOUNT \$ _____

Sponsor Name: _____
(as it should appear on recognition)

Mailing Address:

Street City State Zip

Contact Person:

Name Email Address

SEND INVOICE TO: ☐ Mailing Address ☐ Email Address **WHEN?** ☐ Now ☐ Month: _____

THANK YOU FOR PARTNERING WITH THE DOWNTOWN MARYVILLE ALLIANCE
to revitalize our charming downtown Maryville! Together, we can create a vibrant cultural
and economic center for everyone!

Your support makes *more* happen.