

# DOWNTOWN WABASH INC.

## SPONSOR THE MOST POPULAR EVENTS IN DOWNTOWN WABASH



WE TREAT SPONSORSHIPS LIKE A FAN CLUB.

When you become a sponsor, you're supporting our efforts to keep Downtown Wabash vibrant every day and night with these 40 sensational events which bring nearly 40,000 people to Downtown Wabash each year.



[DowntownWabash.org](http://DowntownWabash.org) | [#DowntownWabash](https://twitter.com/DowntownWabash)

Downtown Wabash, Inc. is a 501(C)(3) nonprofit organization in Wabash, Indiana.  
Downtown Wabash, Inc. is an Indiana and Nationally Accredited Main Street Organization.

## EVENT DETAILS

### AUDIENCE

Families with kids; Adults ages 18–60; Friend groups looking for a fun night out

### FIRST FRIDAY SCHEDULE

From 5–8 p.m.

Feb. 3 / March 3 / April 7

May 5 / June 2 / July 7

Aug. 4 / Sept. 1 / Oct. 6

Nov. 3 / Dec. 1

### EVENT LOCATION

Downtown Wabash District  
(River to Rails, Paradise Spring to Honeywell)



# 2023 FIRST FRIDAYS

## Premiere Level Sponsorship: \$5,000

- Everything in Top Level and...
- First Right of Refusal
- Large color logo placed on 5, 24" x 24" Sidewalk Clings placed in high-foot traffic areas of Downtown from June–October 2023
- Sponsor mention in the press release with "Presents" recognition
- Large color logo on the First Friday flier
- Title sponsor mention on all event-related social media posts
- Complimentary \$100 in Downtown Dollars to spend in Downtown
- Title sponsor line on all radio ads
- Title sponsor line in all event-related blogs
- 4 complimentary tickets to Leprechaun-Con at March's First Friday
- Title sponsor line/logo in newspaper ads
- Reserved booth/table at event

## Top Level Sponsorship: \$2,500

- Everything in Mid Level and...
- Mentions on event-related social media posts
- Medium color logo on First Friday fliers
- Color logo on Facebook event cover photo
- Sponsor mentions in all event-related blogs
- Sponsor mention in event-related email marketing

## Mid Level Sponsorship: \$1,000

- Everything in Base Level and...
- Sponsor mention in the event announcement press release & event advisories
- Sponsorship recap meeting with Downtown Wabash, Inc. staff

## Base Level Sponsorship: \$500

- Sponsor listed on DowntownWabash.org
- One 'Thank you!' post on social media
- Invitation to Downtown Wabash, Inc. Annual Meeting

## Themed Sponsorships

### FEBRUARY \$250

Downtown Chocolate Crawl

### MARCH \$1,000

Leprechaun-Con Bar Crawl

### APRIL Reserved

Easter Egg Hunt & Bunny Hop Shop

### MAY \$250

Meet the Boutiques!

### JUNE \$1,000

Wabash Cultural District Celebration

### JULY \$250

The All-American ft. The Bulldogs

### AUGUST \$2,400

Downtown Hoedown

### SEPTEMBER \$1,000

Fiesta Friday

### OCTOBER \$250

Theme TBD

### NOVEMBER \$500

Downtown Gallery Walk

### DECEMBER \$250

Wabash Winterland & Downtown Cookie Walk

# WABASH FARMERS MARKET



## EVENT DETAILS

### AUDIENCE

Adults ages 25–70; Local families with kids; Dog lovers & furry friends

### 2023 MARKET SEASON

Every Saturday from 8 a.m. – Noon from May 13 – Sept. 30

### EVENT LOCATION

Honeywell Center  
(275 W. Market St.)  
Paradise Spring on Aug. 19  
(351 W. Market St.)

## Premiere Level Sponsorship: \$5,000

- Everything in Top Level and...
- First Right of Refusal
- Sponsor mention in all press releases with "Presents" recognition
- Large color logo on print & digital designed marketing materials
- Title sponsor mention on all event-related social media posts
- Complimentary picnic basket filled with Handmade, Homemade & Homegrown goods from vendors
- Title sponsor line on all radio ads
- Title sponsor line in all event-related blogs
- Color logo included on the Downtown Wabash Farmers Market Facebook cover photo for the season
- Title sponsor line/logo in newspaper ads
- Large color logo placed on 24" x 24" Sidewalk Clings placed at all Farmers Market entrances

## Top Level Sponsorship: \$2,500

- Everything in Mid Level and...
- Mentions on event-related social media posts
- Medium color logo on print & digital designed marketing materials
- Color logo on Facebook event cover photo
- Logo included at the Farmers Market Info Booth
- Sponsor mentions in all event-related blogs
- Sponsor mention in event-related email marketing
- Reserved booth/table for the whole 2023 Market Season

## Mid Level Sponsorship: \$1,000

- Everything in Base Level and...
- Sponsor mention in the event announcement press release and event advisories
- Sponsorship recap meeting with Downtown Wabash, Inc. staff

## Base Level Sponsorship: \$500

- Sponsor listed on DowntownWabash.org
- One 'Thank you!' post on social media
- Invitation to Downtown Wabash, Inc. Annual Meeting

## EVENT DETAILS

### AUDIENCE

Adults ages 35-65 looking to shop; Families

### SALE DATES

Summer Sidewalk Sales are joined with the Annual Kunkel Cruise-In on Friday & Saturday, Aug. 18 & 19

### EVENT LOCATION

Downtown Wabash District (River to Rails, Paradise Spring to Honeywell)

# SUMMER SIDEWALK SALES



## Premiere Level Sponsorship: \$1,500

- Everything in Top Level and...
- First Right of Refusal
- Large color logo placed on 5, 24" x 24" Sidewalk Clings placed in high-foot traffic areas of Downtown from June-August 2023
- Sponsor mention in the announcement press release & event media advisory with "Presents" recognition
- Large color logo on all print & digital designed marketing materials
- Title sponsor mention on all event-related social media posts
- Title sponsor line on all radio ads
- Title sponsor line in all event-related blogs

## Top Level Sponsorship: \$500

- Everything in Mid Level and...
- Mentions on event-related social media posts
- Medium color logo on all print & digital designed marketing materials
- Color logo on Facebook event cover photo
- Sponsor mentions in all event-related blogs
- Sponsor mention in event-related email marketing

## Mid Level Sponsorship: \$250

- Everything in Base Level and...
- Sponsor mention in the event announcement press release & event advisories
- Sponsorship recap meeting with Downtown Wabash, Inc. staff

## Base Level Sponsorship: \$100

- Sponsor listed on DowntownWabash.org
- One 'Thank you!' post on social media
- Invitation to Downtown Wabash, Inc. Annual Meeting

# TRICK-OR-TREAT EXTRAVAGANZA



## EVENT DETAILS

### AUDIENCE

Approx. 4,000 people  
(including 2 kids for every  
adult)

### EVENT DATE

Saturday, Oct. 28; 5-7 p.m.

### RAIN DATE:

Sunday, Oct. 29; 2-4 p.m.

### EVENT LOCATION

Downtown Wabash District  
(Between Canal & Market  
Streets)

## 2023 Premiere Level Sponsorship reserved for: *WABASH TRUCKING. LLC*

- Everything in Top Level and...
- First Right of Refusal
- Showcased on all written, print, digital and verbal marketing materials as "Downtown Wabash Trick-or-Treat Extravaganza presented by Downtown Wabash, Inc. & [Sponsor Name]"
- Large color logo on print & digital designed marketing materials
- Title sponsor mention on all event-related social media posts
- Title sponsor line in all event-related blogs
- Complimentary use of the Downtown Wabash, Inc. office for the night of event

## Top Level Sponsorship: \$2,500

- Everything in Mid Level and...
- Mentions on event-related social media posts
- Medium color logo on print & digital designed marketing materials
- Guest in exclusive Member Monday Facebook Live video prior to the event
- Color logo on Facebook event cover photo
- Sponsor mentions in all event-related blogs
- Sponsor mention in event-related email marketing
- Complimentary booth space in high-visibility location during event

## Mid Level Sponsorship: \$1,000

- Everything in Base Level and...
- Sponsor mention in the event announcement press release and event advisories
- Sponsorship recap meeting with Downtown Wabash, Inc. staff

## Base Level Sponsorship: \$500

- Sponsor listed on DowntownWabash.org
- One 'Thank you!' post on social media
- Invitation to Downtown Wabash, Inc. Annual Meeting

## EVENT DETAILS

### AUDIENCE

Downtown Wabash, Inc, members (Small Business Owners, Community Partners, Individual Donors & Corporate Stakeholders)

### EVENT DATE

Thursday, Nov. 9 at 5:30 p.m.

### EVENT LOCATION

Location TBD

# 2023 ANNUAL MEETING



## Premiere Level Sponsorship: \$1,000

- Everything in Top Level and...
- First Right of Refusal
- Sponsor mention in the announcement press release with "Presents" recognition
- Large color logo on all print & digital designed marketing materials
- Title sponsor mention on all event-related social media posts
- Title sponsor line in all event-related blogs
- Reserved booth/table at event

## Top Level Sponsorship: \$500

- Everything in Mid Level and...
- Mentions on event-related social media posts
- Medium color logo on all print & digital designed marketing materials
- Sponsor mention in the post-event cutline for the Stephen H. Downs Downtown Legacy Award recipient
- Color logo on event image on DowntownWabash.org
- Reserved sponsor table at the meeting
- Sponsor mention in event-related email marketing

## Mid Level Sponsorship: \$250

- Everything in Base Level and...
- Option to sponsor the cocktail bar or appetizer table with event signage to recognize the sponsor
- Sponsor logo displaced on Annual Meeting visual presentation
- Sponsor mention in the announcement press release for the Stephen H. Downs Downtown Legacy Award recipient prior to the meeting
- Sponsorship recap meeting with Downtown Wabash, Inc. staff

## Base Level Sponsorship: \$100

- Sponsor listed on DowntownWabash.org
- Sponsor name listed on the Annual Meeting visual presentation
- One 'Thank you!' post on social media
- Invitation to Downtown Wabash, Inc. Annual Meeting

# JINGLE JUBILEE



## EVENT DETAILS

### AUDIENCE

Local & regional families with kids; Holiday shoppers; Adults ages 35-65

### EVENT DATE

Friday, Nov. 17 from 4-9 p.m.

### EVENT LOCATION

Downtown Wabash District (River to Rails, Paradise Spring to Honeywell), specifically small businesses

## Premiere Level Sponsorship: \$10,000

- Everything in Prime Level and...
- First Right of Refusal
- Sponsor mention in the announcement press release and media advisory with "Presents" recognition
- Large color logo on print & digital designed marketing materials
- Title sponsor mention on all event-related social media posts
- Complimentary \$250 Jingle Bucks to spend in Downtown
- Title sponsor line on all radio ads
- Title sponsor line in all event-related blogs
- Color logo included on the Facebook event cover photo
- Title sponsor line/logo in newspaper ads
- Reserved table/booth space at event
- Speech at the Courthouse Lighting

## Top Level Sponsorship: \$2,500

- Everything in Mid Level and...
- Option to sponsor the Jingle Jubilee Stamping Map or the Annual Courthouse Lighting with naming rights
- Mentions on event-related social media posts
- Medium color logo on print & digital designed marketing materials
- Color logo on Facebook event cover photo
- Sponsor mentions in all event-related blogs
- Sponsor mention in event-related email marketing

## Mid Level Sponsorship: \$1,000

- Everything in Base Level and...
- Option to sponsor the Visit Wabash County Trolley Route or Santa on the Wabash Fire Department firetruck with naming rights
- Sponsor mention in the event announcement press release and media advisory
- Sponsorship recap meeting with Downtown Wabash, Inc. staff

## Miami Street Sponsor: *BACHELOR CREEK*

- Everything in Top Level and...
- Miami Street naming rights for the night of event
- Medium color logo on print & digital designed marketing materials
- Miami Street sponsor mention on all event-related social media posts
- Miami Street sponsor line in all event-related blogs
- Color logo included on the Facebook event cover photo
- Miami Street sponsor mentions in event-related email marketing

## Base Level Sponsorship: \$500

- Sponsor listed on DowntownWabash.org
- One 'Thank you!' post on social media
- Invitation to Downtown Wabash, Inc. Annual Meeting

## EVENT DETAILS

### AUDIENCE

Adults ages 35-70; Holiday shoppers

### HOLIDAY SHOPPING

#### DATES

Shop Local to Win: 11/17-12/17

Black Friday: 11/24

Small Business Saturday: 11/25

Artist Sunday: 11/26

Cyber Monday: 11/27

### EVENT LOCATION

Downtown Wabash District

(River to Rails, Paradise

Spring to Honeywell)

# SHOP SMALL WEEKEND & HOLIDAY SHOPPING



## Premiere Level Sponsorship: \$6,000

- Everything in Top Level and...
- First Right of Refusal for the award-winning annual Shop Local to Win holiday shopping campaign
- Sponsor mention in holiday shopping campaign and Shop Local to Win announcement press release with "Presents" recognition
- Large color logo on all print & digital designed marketing materials
- Title sponsor mention on all holiday and Shop Local to Win-related social media posts
- Complimentary \$100 in Downtown Dollars to spend in Downtown
- Title sponsor line in all holiday shopping and Shop Local to Win radio ads
- Title sponsor line in all holiday shopping and Shop Local to Win-related blogs
- Title sponsor logo/mention in all holiday shopping and Shop Local to Win-related newspaper ads

## Top Level Sponsorship: \$2,500

- Everything in Mid Level and...
- Mentions on holiday shopping-related social media posts between Nov. 1-Dec. 17
- Medium color logo on all print & digital designed marketing materials
- Sponsor mention in all holiday press releases and media advisories from Nov. 1-Dec. 17, 2023
- Color logo on Facebook event cover photos for Shop Small Weekend Facebook cover photos (Black Friday, Small Business Saturday, Artist Sunday and Cyber Monday)
- Sponsor mentions in all holiday-related blogs between Nov. 1-Dec. 17
- Sponsor mention in event-related email marketing between Nov. 1-Dec. 17, 2023

## Mid Level Sponsorship: \$1,000

- Everything in Base Level and...
- Sponsor listed on [DowntownWabash.org/holidays](https://DowntownWabash.org/holidays) landing page from Nov. 1, 2023 - Jan. 5, 2024
- Sponsor mention in all holiday shopping-related press releases and media advisories from Nov. 1-Dec. 17, 2023
- Sponsorship recap meeting with Downtown Wabash, Inc. staff

## Base Level Sponsorship: \$250

- Sponsor insert with color logo included in envelope for Downtown Dollars upon purchase from Nov. 1-Dec. 31
- One 'Thank you!' post on social media
- Invitation to Downtown Wabash, Inc. Annual Meeting



# HOW WOULD *YOU* LIKE TO SUPPORT DOWNTOWN WABASH?

Please review and check your desired sponsorship opportunity. Your support means the world to us! Without you, bringing nearly 40,000 people to Downtown Wabash in 2023 wouldn't be possible.

## 2023 FIRST FRIDAYS

- \$5,000** Premiere Level     **\$1,000** Mid Level  
 **\$2,500** Top Level         **\$500** Base Level  
 I'd like to volunteer for this event

## A LA CARTE FIRST FRIDAYS

- \$250** February: Chocolate Crawl  
 **\$1,000** March: Leprechaun-Con  
**Reserved** April: Easter Egg Hunt & Bunny Hop Shop  
 **\$250** May: Meet the Boutiques!  
 **\$1,000** June: Wabash Cultural District  
 **\$250** July: The All American ft. The Bulldogs  
 **\$2,400** August: Downtown Hoedown  
 **\$1,000** September: Fiesta Friday  
 **\$250** October: Theme TBD  
 **\$500** November: Downtown Gallery Walk  
 **\$250** December: Wabash Winterland

## DOWNTOWN WABASH FARMERS MARKET

- \$5,000** Premiere Level     **\$1,000** Mid Level  
 **\$2,500** Top Level         **\$500** Base Level  
 I'd like to volunteer for this event

## SUMMER SIDEWALK SALES

- \$1,500** Premiere Level     **\$250** Mid Level  
 **\$500** Top Level         **\$100** Base Level  
 I'd like to volunteer for this event

## TRICK-OR-TREAT EXTRAVAGANZA

- Reserved** Premiere Level: Wabash Trucking, LLC  
 **\$2,500** Top Level  
 **\$1,000** Mid Level  
 **\$500** Base Level  
 I'd like to volunteer for this event

## 2023 ANNUAL MEETING

- \$1,000** Premiere Level     **\$250** Mid Level  
 **\$500** Top Level         **\$100** Base Level  
 I'd like to volunteer for this event

## JINGLE JUBILEE

- \$10,000** Premiere Level  
**Reserved** Miami Street Sponsor: Bachelor Creek  
 **\$2,500** Top Level  
 **\$1,000** Mid Level  
 **\$500** Base Level  
 I'd like to volunteer for this event

## SHOP SMALL WEEKEND & HOLIDAY SHOPPING

- \$6,000** Premiere Level     **\$1,000** Mid Level  
 **\$2,500** Top Level         **\$250** Base Level

Contact Name

Business Name

Email

Phone #

Mailing Address

Payment type:  Check enclosed     Invoiced

HAVE QUESTIONS ABOUT YOUR SPONSORSHIP OR OUR EVENTS? CONTACT US AT  
260.563.0975 // INFO@DOWNTOWNWABASH.ORG // 189 S. MIAMI ST., SUITE 1, DOWNTOWN WABASH, IN 46992