Main Street America is a program of the National Main Street Center. It is a national network of over 1,100 grassroots organizations and 45 State, City, and County-level Main Street Coordinating Programs.

Main Street programs support revitalization of small towns, mid-sized communities, and urban commercial districts.

The Main Street Approach equips local leaders and residents with a practical framework for improving the economic health and quality of life in their own communities.

Main Street America is united by a commitment to revitalizing older and historic commercial districts, supporting strong local economies, and enhancing the distinctive character that makes communities attractive to residents, visitors, and businesses.
Since 1980, over 2,000 programs have used the Main Street Approach, resulting in:

+ **$79.12 Billion** Reinvested in Communities
  
  **$4.39 Billion Reinvested in 2018**

+ **640,017** Net New Jobs
  
  **25,301 Net New Jobs in 2018**

+ **143,613** Net Gain in Businesses
  
  **5,310 Net New Businesses in 2018**

+ **284,936** Buildings Rehabilitated
  
  **8,146 Buildings Rehabbed in 2018**
Main Street Now is the largest nationwide gathering of commercial district revitalization professionals in the US, drawing more than 1,800 development leaders from small towns, mid-sized cities, and urban neighborhood business districts. Attendees engage in three days of networking and learning about economic development, transportation, leadership, equity and inclusion, historic preservation, and more.

**WHY SPONSOR?**

Sponsoring the Main Street Now Conference is a highly visible, cost effective way to reach community leaders and partners as they foster new ideas and solutions for preservation-based revitalization. Sponsor packages provide partners with the opportunity to:

+ Demonstrate leadership through programming and promotions
+ Connect directly with local decision-makers
+ Support communities on their path to economic revitalization
2019 MAIN STREET NOW BY THE NUMBERS

1826 attendees

Our highest conference attendance ever!

48 states represented

+ Puerto Rico and 4 countries

116 education sessions

44 sponsors

156,922 unique views

295,251 mobile app page views

90.7K Tweet impressions

13,200 Instagram story views
SPONSOR SNAPSHOT

Presenting Partner // $100,000
- Combination of two or more major events, eg: Opening Plenary, Big Bash, Great American Main Street Awards, or other customized package

Signature Partner // $50,000
- Great American Main Street Award Sponsor
- Opening Plenary and Reception

Visionary Partner // $35,000
- Welcome Reception Sponsor
- Big Bash Sponsor
- Breakfast/ Lunch Session Sponsor

Strategic Partner // $25,000
- Main Street Expo Sponsor
- General Session Sponsor
- Closing Plenary Sponsor
- Education Track Sponsor

Supporting Partner // $15,000
- VIP Reception Sponsor
- Transportation Sponsor
- Mobile Tour Sponsor
- Refreshment Sponsor
- Conference Tote Bag Sponsor

Contributing Partner // $10,000
- Conference App Sponsor
- Lanyard Sponsor
- State Sign Sponsor

Sustaining Partner // $5,000
- Name on conference signage, website, and app
- Conference registration discount

General Partner // $2,500
- Name recognition
- Conference registration discount
As a Presenting Partner, enjoy maximum exposure to our nationwide network through sponsoring two or more major events (e.g. Opening Plenary and Big Bash). In addition to recognition at the sponsored events of their choice, Presenting Partners receive recognition in all conference-related media and press releases.
Great American Main Street Award (1 available)
The Great American Main Street Award recognizes the three communities that have excelled in preservation-based community revitalization each year. The announcement of this coveted award is a highlight of the Opening Plenary. Benefits include the chance to make 3-5 minutes of remarks on stage, opportunity for advertising before each GAMSA video is played, recognition in related press releases and media, as well as all Signature Partner benefits.

Opening Plenary and Opening Reception (1 available)
This event serves as the official kick-off to the conference and welcomes approximately 1,800 attendees with an inspiring opening program and networking opportunities. Benefits include the opportunity to make 3-5 minutes of remarks on stage, special signage at the event, recognition in press releases and media, plus all Signature Partner benefits.
Local Civic Leader Events (1 available)

Main Street Now attendees are encouraged to bring their local elected officials and other civic leaders to Dallas to demonstrate the power of Main Street to key decision makers. This sponsor will support activities for civic leaders from across the country, including:

• **Civic Leaders Forum:** An invitation-only luncheon for civic leaders, this event will feature a keynote speech on the impact of the Main Street program, in addition to a round table on strategies that elected officials can use to bring prosperity to their Main Streets.

• **Civic Leaders Reception:** This networking event will allow Civic Leaders to mingle and share ideas from the conference. Sponsors will have the choice of a coffee break in the afternoon following the Forum or an evening reception.

• **Civic Leaders Education Track:** This sponsor will support a special track of five to six education sessions specifically designed and targeted toward civic leaders.
VISIONARY PARTNER DETAILS

Big Bash (1 available)
The Conference's popular closing celebration brings together around 600-700 attendees for music, dancing, food, and fun. In addition to other Visionary Partner benefits, Big Bash sponsor benefits include:

- Marketing opportunities at the event (e.g. logo on cocktail napkins, swag)
- Recognition in all media and marketing opportunities surrounding the Big Bash
- Chance to welcome guests, introduce entertainment, and kick off the party!

Breakfast/ Lunch (3 available)
Breakfast and lunch sessions allow conference attendees to network and learn from a keynote speaker or panel about issues relevant to their Main Street. Sponsors have the opportunity to help craft programming, provide brief opening remarks, and display special signage, as well as all Visionary Partner benefits.

Welcome Reception (1 available)
Be the first to welcome attendees to Dallas by sponsoring the Welcome Reception on Sunday evening. Sponsors will have the opportunity to give remarks to attendees and display special signage, as well as all Visionary Partner benefits.
Main Street Expo (1 available)
The Main Street Expo and Exhibitor Reception takes place Monday and Tuesday and provides approximately 1,800 conference attendees the opportunity to learn about new resources for their communities. The Reception is an annual crowd-pleaser and provides attendees with the chance to check out expo booths with food and drink in hand. Sponsors have the opportunity to display additional signage and provide 1-2 minutes of remarks, in addition to all other Strategic Partner benefits.

Closing Plenary (1 available)
The Closing Plenary offers attendees an engaging educational session to end the conference. Main Street America Revitalization Professionals receive certificates of completion, and the 2021 Conference location will be unveiled. Sponsors get the chance to display additional signage and provide 2-4 minutes of remarks, in additional to all other Strategic Partner benefits.
General Sessions (2 available)

General Sessions kick off each morning with a thought-provoking presentation for conference attendees. These sessions are well-attended and provide conference-goers with action items to take back to their communities. Sponsors have the opportunity to provide brief opening remarks and provide input on content for the session, as well as special signage and all Strategic Partner benefits.
VIP Reception
This exclusive event brings together board members, elected officials from Dallas, and other sponsors for an evening of food, drink, and networking. Sponsors receive additional event signage and branding on invitations, as well as all Supporting Partner benefits.

Transportation
This sponsor will receive recognition on all transportation to and from receptions, plenaries, and tours with additional signage and all Supporting Partner benefits.

Mobile Tour
Mobile Tours provide conference attendees with the chance to use Dallas and surrounding Texas Main Street communities as their community revitalization classroom. Mobile Tours will take conference-goers all over Dallas to learn from their communities. Sponsors will receive recognition on all Mobile Tour signage, as well as all other Supporting Partner benefits.
Conference Tote Bag

Every conference attendee will receive an official conference tote bag at registration. Attendees use the tote throughout conference to carry materials, but they also use the bag long after conference ends. The sponsorship amount includes the product cost with all procurement the responsibility of the National Main Street Center. Sponsors will get the opportunity to brand the bag, as well as all other Supporting Partner benefits.

Refreshment Breaks

Sponsors will receive recognition as the official refreshment sponsor of the conference, including all coffee and snack breaks, plus all Supporting Partner Benefits.
CONTRIBUTING PARTNER DETAILS

$10,000

State Signs

State signs are displayed by attendees from all members states, plus Canada, at the Opening Plenary. Sponsors will get their logo on signs at this highly-attended event, plus all Contributing Partner benefits. The sponsorship amount includes the product cost with all procurement the responsibility of the National Main Street Center.

Lanyards

All conference attendees receive lanyards with their name badge when they check in. The sponsorship amount includes the product cost with all procurement the responsibility of the National Main Street Center. The sponsor will get their logo on the product, as well as all Contributing Partner benefits.

Conference App

The official conference app allows attendees to create personalized session schedules, submit speaker surveys, and receive conference highlights. Last year's app had more than 295,000 page views. Benefits include complimentary banner ads, as well as Contributing Partner benefits.
$5,000 // Sustaining Partner
This sponsorship helps to ensure the conference is a success for all attendees. Show your support for Main Street Communities and get your name in front of downtown decision makers from across the country.

$2,500 // General Sponsor
This sponsorship provides general support to conference hosts and helps to keep registration costs affordable for all attendees.
This special donor level is offered exclusively to our Texas Main Street communities to recognize their commitment and support of the Main Street Now Conference.

**Benefits**

+ Name recognition as a Texas Community Champion in full-page ad in conference program
+ Opportunity to provide flyer or other materials about your community’s program on a dedicated table at conference registration
+ Name recognition on signage at conference
+ Name recognition on conference website

*Please contact Debra Drescher at [debra.drescher@thc.texas.gov](mailto:debra.drescher@thc.texas.gov) or Anjali Kaul Zutshi at [anjali.zutshi@thc.texas.gov](mailto:anjali.zutshi@thc.texas.gov) for additional details*
MORE WAYS TO BE INVOLVED

Customize your Sponsorship Opportunity
We're happy to discuss alternative options and custom sponsorship packages with your company. Please contact Katie Eckstein at keckstein@savingplaces.org for more information.

Exhibit with Main Street
Reserve a booth in our expo hall and advertise your services to Main Street Now attendees. Contact Steve Amraen at samraen@savingplaces.org for more information.

Provide Scholarships
Provide registration scholarships for neighborhood leaders in your target markets or partner communities to help them take home new ideas to strengthen their communities.
# Sponsorship Benefits

<table>
<thead>
<tr>
<th></th>
<th>Presenting Partner</th>
<th>Signature Partner</th>
<th>Visionary Partner</th>
<th>Strategic Partner</th>
<th>Supporting Partner</th>
<th>Contributing Partner</th>
<th>Sustaining Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Conference Tickets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Complimentary Registration</td>
<td>7</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Big Bash</td>
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<td>5</td>
<td>4</td>
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<tr>
<td>Discount on Conference registration (member rate)</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td><strong>Branding</strong></td>
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<td></td>
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<tr>
<td>Verbal recognition from stage at Opening and Closing Plenary</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to include one promotional item in attendee tote bags</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Complimentary program ad</td>
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<tr>
<td>Recognition on conference signage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
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<td>Logo</td>
<td>Logo</td>
<td>Name</td>
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<td><strong>Digital and Social Media Marketing</strong></td>
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<td>Logo included on all conference emails</td>
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<td>X</td>
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<tr>
<td>Twitter mentions with link</td>
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<td>Facebook mentions with link</td>
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<td>Recognition on MainStreetNow conference website</td>
<td>Logo</td>
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<tr>
<td>Recognition in MainStreetNow conference app</td>
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<td>Recognition on National MainStreetCenter website for one year</td>
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<td><strong>Individual Event Sponsorship</strong></td>
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<tr>
<td>Opportunities to give remarks from stage at sponsored event</td>
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<td>Opportunity to distribute promotional materials at event</td>
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<tr>
<td>Verbal recognition from stage at sponsored event</td>
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<td>Logo recognition at sponsored event (signage/presentation screen)</td>
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<td><strong>Additional Conference Benefits</strong></td>
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<td>X</td>
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<td>Mailing list of all attendees (who opt-in upon registration)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
</tbody>
</table>
"This was my first Main Street Now conference. I am completely blown away by the experience. I have been to other industry conferences but have never left with this amount of excitement and renewed energy before."

- Heather, New Albany, Indiana

This was my third Main Street Conference. MSN is on my permanent do-not-miss list. As a community and economic development professional in a small town with a promising but challenged Main Street, I find the content to be extremely valuable with plenty of take-home value."

- Paul, Brigham City, Utah
For more information or to discuss customized sponsor packages, please contact:

KATIE ECKSTEIN
Senior Manager, Corporate and Foundation Giving
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312.610.5616