



**MAIN STREET
AMERICA™**

Nationally recognized.
Locally powered.™

MAIN STREET *Now*

ONLINE CONFERENCE

APRIL 12-14, 2021

RENEW. RECHARGE. *Reimagine.*

ABOUT MAIN STREET AMERICA



- + Main Street America is a program of the National Main Street Center. It is a national network of over 1,200 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, 80% of which are in low-to-moderate income census tracts.
- + 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.

MAIN STREET IMPACT

MAIN STREET
Now
ONLINE CONFERENCE

APRIL 12-14, 2021

RENEW. RECHARGE. *Reimagine.*



Alton (IL) Main Street

Since 1980, over 2,000 programs have used the Main Street Approach, resulting in:

- +**\$85.43 Billion** Reinvested in Communities
\$6.45 Billion Reinvested in 2019
- +**672,333** Net New Jobs
32,316 Net New Jobs in 2019
- +**150,079** Net Gain in Businesses
6,466 Net New Businesses in 2019
- +**295,348** Buildings Rehabilitated
10,412 Buildings Rehabbed in 2019

A street-level view of Main Street in 2021. The street is lined with historic, multi-story buildings. On the left, a prominent red brick building features arched windows and a mural on its ground floor. Further down, a sign for 'WASHINGTON HOTEL' is visible. On the right, a building with blue-painted ground-floor storefronts is notable. The street is paved with asphalt and has yellow double lines down the center. Several cars are parked along the sides, including a dark sedan in the foreground on the left and a black car on the right. The sky is blue with scattered white clouds. A large, semi-transparent dark grey triangle is overlaid on the left side of the image, pointing towards the center.

MAIN STREET NOW 2021

ABOUT MAIN STREET NOW



Main Street Now is the largest nationwide gathering of commercial district revitalization professionals in the US, drawing local economic development and revitalization leaders from small towns, mid-sized cities, and urban neighborhood business districts for an immersive networking and learning experience. In years past, Main Street Now has attracted close to 2,000 attendees from across the US and around the world.

With COVID as the new backdrop for our work, our mission is more relevant today than ever before. These new realities also mean that the kinds of in-person gatherings that sustain, motivate, and inspire us need to be put on hold, for now.

The safety and well-being of our network is the highest priority, so after careful consideration we've decided to turn Main Street Now 2021 into a fully virtual conference experience.

MAIN STREET NOW GOES VIRTUAL



The conference will feature a wide range of engaging content sharing, connection, and networking formats, including:

- Opening & Closing Plenaries
- Daily Keynotes
- Break-out education sessions
- Facilitated group conversation sessions for attendees to network and engage around discussion topics, such as design solutions, small business interventions, etc.
- Happy Hours
- Virtual Exhibit Hall
- Virtual tours of Main Street communities

MAIN STREET AT A CROSSROADS

MAIN STREET
Now
ONLINE CONFERENCE

APRIL 12-14, 2021

RENEW. RECHARGE. *Reimagine.*

The pandemic has disrupted Main Street in ways big and small. As we look to the future, the fabric of our communities and the small businesses that animate them are facing unprecedented challenges.

Main Street Now 2021 will bring three days of immersive online content and connection to our largest audience ever, sharing cutting-edge knowledge, sparking conversation, and generating solutions for the future of Main Street



Adams County Together

MAIN STREET AT A CROSSROADS



Main Street Now 2021 will focus its programming around a number of major themes including:

- **Recovery and Resilience:** The pandemic has had immense impacts on all aspects of Main Street revitalization work. The conference will directly address the ways in which our communities can rebuild stronger, resilient, and more equitable local economies.
- **Equity and Inclusion:** Main Street Now 2021 will feature a series of education sessions and keynotes on the topics of antiracism, equity, and inclusion on Main Street; community wealth-building; and supporting traditionally underserved populations.
- **Small Business and Entrepreneurship:** For the first time, Main Street Now will host “Small Business Day” on the second day of the conference, inviting small business owners to join us for sessions and workshops offering real time solutions as they look ahead to recovery. Other conference content will address ways in which communities can better support, retain, and recruit entrepreneurs.

PARTNER WITH US



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

YOUR VIRTUAL SPONSOR EXPERIENCE



Main Street Now 2021 will be hosted on an online platform that enables sponsors, attendees, and exhibitors to network around topics of shared interest and connect with one another virtually.

Benefits of a Virtual Conference:

- Reach a national audience with no need for commute/ travel
- Engage with attendees in real-time
- Measure engagement, turnout & ROI with detailed reports
- Customizable booth for sponsors and exhibitors
- Sponsors and exhibitors can share videos, documents, presentations, and images about their products and services from their virtual booths
- All meeting content will remain available for up to one year post-event

A photograph of a city street with historic buildings. The street is lined with multi-story buildings in various colors like red brick, white, and blue. There are cars parked along the sides of the road. A dark diagonal banner is overlaid across the image, containing the text 'MAIN STREET NOW SPONSORSHIP PACKAGE' in yellow. The sky is blue with some clouds.

MAIN STREET NOW SPONSORSHIP PACKAGE

SPONSOR SNAPSHOT

Presenting Partner // \$50,000

- Exclusive Sponsorship of Opening or Closing Plenary, plus
- Exclusive Sponsorship of Education Session

Visionary // \$35,000

- Exclusive Sponsorship of Awards Ceremony, or
- Keynote Session (**SOLD OUT**), plus
- Exclusive Sponsorship of Education Session

Signature Partner // \$25,000

- Exclusive Sponsorship of Education Session, plus
- Tactical Solutions Session, or
- Mini-Workshop Sponsor, or
- Main Street Roll Call video

Sustaining Partner // \$20,000

- Exclusive Sponsorship of Education Session, or
- Small Business Track Sponsor (**1 Remaining**), or
- Networking Reception Sponsor

Supporting Partner // \$15,000

- Tactical Solution Session (30 min), or
- Exhibit Raffle Sponsor, or
- Wellness Activity Sponsor

Contributing Sponsor // \$10,000

- Logo recognition on website, plus
- Two (2) complimentary registrations, plus,
- Attendee scholarships

SPONSOR HIGHLIGHTS

ALL SPONSORS (\$10,000+) RECEIVE THE FOLLOWING:

- + Logo and a one sentence sponsor blurb with a hyperlink to the sponsor website on www.mainstreet.org
- + Logo on the *Main Street Now* virtual platform as a graphic hyperlink to the sponsor website
- + Social media recognition with a hyperlink to the sponsor social media accounts
- + Education session sponsorship includes: one slide provided by the sponsor, shown at the beginning of the sponsored session, along with optional video welcome provided by sponsor, or pre-approved sponsor language to be read at beginning of session, i.e., “This session is generously supported by Main Street America. Find more at www.mainstreet.org.”

SPONSOR BENEFITS

	Presenting	Visionary	Signature	Sustaining	Supporting	Contributing
	\$ 50,000	\$ 35,000	\$ 25,000	\$ 20,000	\$ 15,000	\$ 10,000
Conference Registration and Tickets						
Complimentary Registration	10	6	4	3	3	2
Attendee Scholarships (for distribution by NMSC or Sponsor)	50	35	25	10	10	10
Branding						
Verbal recognition at Opening & Closing Plenaries	X	X	X			
Complimentary Ad featured on conference platform	X	X	X	X		
Recognition on dedicated sponsor page (located on conference home page)	X	X	X	X	X	X
Individual Session Sponsorship						
Opportunities to provide video introduction for sponsored session	X	X	X	X	X	
Opportunity to provide live opening remarks or serve on panel	X	X	X	X	X	
Verbal recognition by host at sponsored session	X	X	X	X	X	X
Logo recognition at sponsored session (visible on bottom third of screen)	X	X	X	X	X	X
Email list of session attendees (those that opt-in at registration)	X	X	X	X	X	X
Digital and Social Media Marketing						
Logo included on all conference emails	X	X	X			
Twitter mention with link	5	4	2	1	1	1
Facebook mentions with link	5	4	2	1	1	1
Recognition on Main Street Now conference website	Logo	Logo	Logo	Logo	Logo	Logo
Recognition on National Main Street Center website for one year	Logo	Logo	Logo	Logo	Logo	Logo
Attendee Engagement						
One (1) email to attendees with messaging of your choice (subject to NMSC approval)	X	X	X			
Inclusion in Game Street Now - drive attendees to your exhibit booth	X	X	X	X	X	X
Complimentary presence in exhibit hall	X	X	X	X	X	X

TESTIMONIALS

"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



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™

KATIE ECKSTEIN

Senior Manager, Corp & Found. Giving

P 312.610.5616 | E keckstein@savingplaces.org

**National Main Street Center
53 West Jackson Blvd. Suite 350
Chicago, IL 60604
www.mainstreet.org**