

# MAIN STREET *Now*

A CONFERENCE OF THE  
NATIONAL MAIN STREET CENTER

SEATTLE, WA // MARCH 25-27, 2019

## SPONSORSHIP OPPORTUNITIES



National Main Street  
Center

a subsidiary of the  
National Trust for Historic Preservation



Washington State  
MAIN STREET  
PROGRAM



WASHINGTON TRUST  
FOR HISTORIC  
PRESERVATION

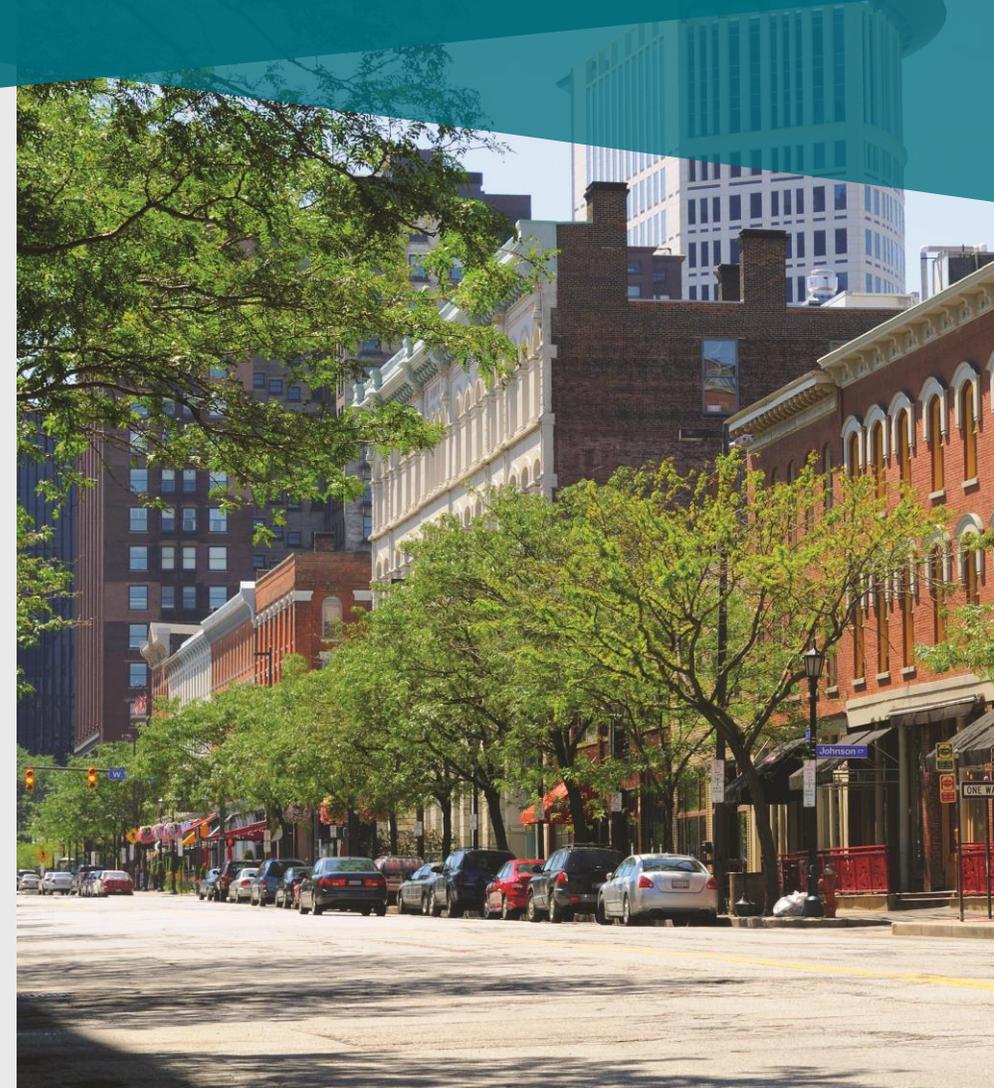
# ABOUT MAIN STREET AMERICA

- + 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, 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.

# MAIN STREET'S IMPACT

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

- + **\$71.3 Billion** Reinvested in Communities  
**\$9.6 Billion increase in 2016**
- + **583,757** Net New Jobs  
**11,406 increase in 2016**
- + **131,916** Net Gain in Businesses  
**55,200 increase in 2016**
- + **267,538** Buildings Rehabilitated  
**15,700 increase in 2016**



*\*For every \$1 of public money, it leveraged \$39.75 of private money on Main Street*

# ABOUT MAIN STREET NOW

Main Street Now is the largest nationwide gathering of commercial district revitalization professionals in the US. This annual event draws upwards of 1,600 leaders from small towns, mid-sized cities and urban neighborhood business districts. Sponsoring the Main Street Now Conference is a highly visible, cost effective way to reach community leaders and partners at the local, state and national levels as they gather to foster new ideas and solutions for preservation-based revitalization.

Our corporate sponsor packages provide partners with the opportunity to:

- + **Demonstrate leadership** through programming and promotions
- + **Connect directly** with local decisionmakers
- + **Support communities** on their path to economic revitalization



# SPONSOR SNAPSHOT

*All benefits listed on slide 15*

## **Presenting Partner Level | \$100,000**

Combination of two or more major events  
(ex. Opening Plenary and Opening Reception) or  
customized package

## **Signature Partner Level | \$50,000**

Great American Main Street Award® Sponsor  
Opening Plenary Sponsor  
Opening Reception Sponsor

## **Visionary Partner Level | \$35,000**

The Big Bash Sponsor - **SOLD**

## **Strategic Partner Level | \$25,000**

Main Street Expo Sponsor  
General Session Sponsor  
Breakfast/Lunch Session Sponsor  
Closing Plenary Sponsor

## **Leadership Partner Level | \$20,000**

Opening Celebration Sponsor  
Education Track Sponsor  
Mobile Tour Sponsor

## **Supporting Partner Level | \$15,000**

Airline Partner	Technology Sponsor
Transportation Sponsor	First-Time Attendee Reception Sponsor
Wellness Partner	Conference Tote Bag Sponsor
Sustainability Partner	Conference App Sponsor
Refreshment Sponsor	

## **Contributing Partner Level | \$10,000**

VIP Reception Sponsor – **SOLD**  
Lanyard Sponsor  
Hotel Key Card Sponsor  
State Sign Sponsor

## **Sustaining Partner Level | \$5,000**

General Conference Support  
Conference Goody Bag Item

## **General Partner Level | \$2,500**

General Conference Support  
Conference Goody Bag Item

# SPONSOR DETAILS

\$100,000

## Customized Package or Combination of Two or More Major Events

As a Presenting Sponsor, enjoy maximum exposure to our nationwide network through sponsorship of two or more major events (i.e.. Opening Plenary and Opening Reception). In addition to the recognition at the sponsored events of choice, there is an opportunity to co-host a 'thought leadership' salon with the National Main Street Center's CEO and Board Chair, recognition in all conference related media and press releases + all Presenting Level Sponsor Benefits.



# SPONSOR DETAILS

\$50,000

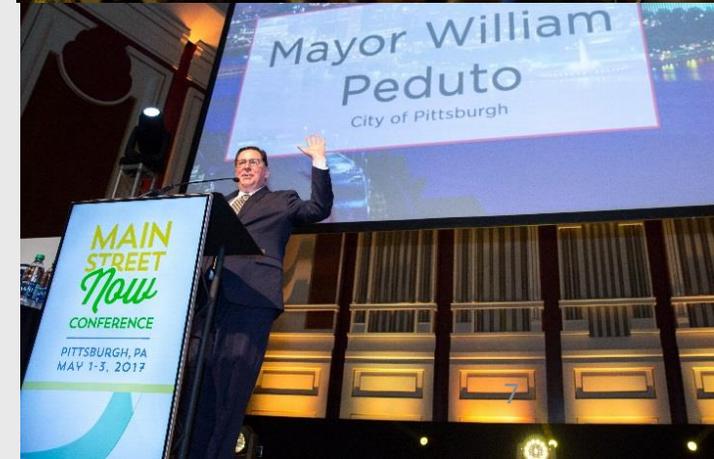
## Great American Main Street Award® (1 available)

Secures sponsorship status of the Great American Main Street Award® program that celebrates the best Main Street communities throughout the country each year. A highlight of the Opening Plenary, the coveted Great American Main Street Award® is awarded to communities who have made a huge impact on their community through Main Street. Take a look at the [2018 GAMSA winners](#) to see what is in store for 2019! Benefits include opportunity 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 + all Presenting Partner Benefits.

## Opening Plenary or Opening Reception (2 available)

This year's opening plenary and reception will be held at the beautiful Benaroya Hall (home of the Seattle Symphony) in downtown Seattle. This event serves as the official kick-off to the conference and welcomes approximately 1,500 attendees for an engaging and educational event, with great networking opportunities.

Benefits include opportunity to make 3-5 minutes of remarks on stage at Opening Plenary, special signage at the event, recognition in press releases and media around the Opening Plenary & Reception + all Presenting Partner Benefits.



# SPONSOR DETAILS

\$35,000

## Big Bash (1 available)

Celebrate all those involved in Main Street by sponsoring the conference's closing celebration, the Big Bash. This year's event, held at The Sanctuary. The Bash draws 600-700 attendees.

- In addition to the Visionary Partner Benefits:
- Special marketing opportunities at event (i.e., logo on cocktail napkins, swag)
  - Recognition in all media and marketing surrounding the Big Bash
  - Opportunity to welcome guests, introduce entertainment and kick off the party!



# SPONSOR DETAILS

\$25,000

## **Main Street Expo (1 available)**

Secures sponsorship of the Main Street Expo and Exhibitor Reception. The Expo runs Monday and Tuesday and provides approximately 1,600 conference attendees the opportunity to learn about new resources for their community. The reception is always well-attended as attendees circulate the Exhibit Booths with food and drinks served in the hall. Sponsors enjoy special opportunity for additional signage and 1-2 minutes of remarks before raffle in addition to all Strategic Partner Level Benefits.

## **Closing Plenary (1 available)**

The Closing Plenary offers all attendees a final engaging, educational session to conclude the conference. The Main Street America Awards (featuring Innovation Award, Business Leadership Award, Main Street Hero Award) are also presented at this plenary, and we officially unveil the conference location for 2020. Sponsors enjoy additional signage at the Closing Event, an opportunity for 2-4 minutes of remarks on stage and sponsorship of the Main Street America awards (logo on plaques and role in presentation) in addition to all Strategic Partner Level Benefits.

## **General Sessions (2 available)**

The General Session is the first session of the day and brings all attendees together for an educational and thought provoking experience. Last year's general session attracted ~1,000 attendees and was very well-received leaving the crowd energized with action items to take back to their communities. Sponsors have opportunity for brief opening remarks at the event and to help craft content of session, as well as special signage and all Strategic Partner Level Benefits.

## **Breakfast/Lunch Sponsor (3 available)**

This networking breakfast/lunch allows attendees to interact with each other and learn from a keynote speaker and/or panel about a relevant topic concerning their Main Street community. Sponsor will have opportunity to help craft programming, opportunity for brief introductory remarks, special signage and all Strategic Partner Level Benefits.

# SPONSOR DETAILS

\$20,000

## Opening Celebration (1 available)

The Opening Celebration is a time to show off the host city. We will provide space, entertainment and a great networking opportunity for attendees arriving on Sunday. We expect 800-1,000 in attendance. Sponsors enjoy opportunity for brief remarks to kick off event, special marketing opportunities (logo on napkins etc.), special signage and all Leadership Partner Benefits.



## Educational Tracks or Mobile Workshops (2 available)

At the core of the conference are the educational tracks and mobile workshops. Sponsors can align their business with a track or workshop that educates and inspires Main Street attendees. Sponsor an **Education Track** consisting of 5-6 education sessions (i.e. Leadership Development, Historic Preservation, Placemaking, Design, Entrepreneurship), or a group (5-6) of half-day **Mobile Workshops** in the Seattle area. Connect with Main Street leaders on topics that are important to your business and help to shape programming and support associated sessions for a lasting impact on communities. Sponsors enjoy special signage on all education/mobile tour sessions, additional recognition in the program with each track/workshop, opportunity to include their own session into a track, mentions in related media as well as all Leadership Partner Benefits.

# SPONSOR DETAILS

\$15,000

## Sustainability Sponsor

Recognition as official sponsor of sustainability efforts at the conference, including water conservation, sustainable seafood and food waste, and carbon offsets with special signage and all Supporting Partner Level Benefits.

## Technology Sponsor

Recognition as official sponsor of technology at the conference, including Wi-Fi, TechBar, Game Street Now, and Tweet wall as well as all Supporting Partner Level Benefits. Please note that sponsorship of the conference app is separate (on next page).

## Transportation Sponsor

Recognition as official sponsor of all transportation to and from receptions, plenaries and tours with additional signage and all Supporting Partner Level Benefits.

## Wellness Sponsor

Recognition as official sponsor of wellness elements at the conference, including morning runs, complimentary yoga etc. plus all Supporting Partner Level Benefits.



## Airline Partner | \$15,000 + in-kind

Recognition as official airline sponsor for the conference and all Supporting Partner Level Benefits.

## Refreshment Break Sponsor

Recognition as official refreshment sponsor of the conference including all coffee and snack breaks plus all Supporting Partner Level Benefits.

# SPONSOR DETAILS

\$15,000

## **First-Time Attendee Reception (1 available)**

The First-Time Attendee Reception sponsorship allows first-time attendees to begin their conference experience with a networking event tailored to their needs and educating them on how to get the most out of their time at the conference. Sponsors receive extra signage at event and opportunities for special marketing (branded napkins or takeaways, plus all Supporting Partner Level Benefits.

## **Conference App (1 available)**

Secures sponsorship of the official conference app which allows attendees to create personalized session schedules, submit speaker surveys and receive highlights from the conference. Last year's app had 2,153 unique total visitors and the banner ads (2) received between 75-100,000 impressions. Benefits include complimentary banner ads as well as all Supporting Partner Level Benefits.

## **Conference Tote Sponsor (1 available)**

Each attendee (~1,600) receives an official conference tote bag at conference registration. The tote is used throughout the conference, but also serves as a takeaway to advertise your company long after the conference ends. The sponsorship amount includes the product cost with all procurement the responsibility of the National Main Street Center. Opportunity for branding on bag + all Supporting Partner Level Benefits.



# SPONSOR DETAILS

\$10,000

## VIP Reception (1 available)

This exclusive event hosts board members, advisors, elected officials from Washington and other jurisdictions for an evening of food, drink and networking. There will be approximately 100 VIPs in attendance. Sponsors enjoy additional signage at event and branding on invitations plus all Contributing Partner Level Benefits.

## Lanyard Sponsor (1 available)

Secures sponsorship of conference lanyard with sponsor's name/logo. The lanyard is distributed to all attendees upon check-in to hold their conference name badge. It is worn throughout the conference at sessions and events. The sponsorship amount includes the product cost with all procurement the responsibility of the National Main Street Center. Sponsor enjoys logo on product + all Contributing Partner Level Benefits.

## Hotel Key Card Sponsor (1 available)

Secures sponsorship of hotel key card at the Hyatt Regency Seattle, the official conference hotel. Sponsorship at this level obtains prominent, exclusive logo placement on the front of the key card plus all Contributing Partner Level Benefits. The sponsorship amount includes the product cost with all procurement the responsibility of the National Main Street Center.

## State Sign Sponsor (1 available)

Secures sponsorship of the state signs (as seen in photo above) used by all member states + Canada at the Opening Plenary. Sponsors will enjoy logo placement on all signs at this highly attended event, plus all Contributing Partner Level Benefits. The sponsorship amount includes the product cost with all procurement the responsibility of the National Main Street Center.



# SPONSOR DETAILS

\$5,000

## Sustaining Level Conference Support

This sponsorship offers support to conference hosts ensuring 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. Sponsors enjoy all Sustaining Partner Level Benefits, plus entry into a sponsor raffle for a complimentary quarter page ad, Allied Membership for one year, or an 8x10 Exhibit Booth at the 2019 conference.



# SPONSOR DETAILS

\$2,500

## General Conference Support

This sponsorship offers general support to conference hosts ensuring the conference is a success for all attendees and that we are able to keep registration costs affordable while providing top notch content and networking opportunities for these important downtown leaders. Sponsors enjoy all General Partner Level Benefits, plus entry into a sponsor raffle for a complimentary quarter page ad.



# MORE WAYS TO BE INVOLVED

## Customize Your Sponsorship Opportunity with Main Street

We are happy to discuss alternative options and custom sponsorship packages with your company. Please contact Jodie Hiveley for more information ([jhiveley@savingplaces.org](mailto:jhiveley@savingplaces.org))

## Exhibit with Main Street

Please find details online here:

For additional information contact Steve Amraen ([samraen@savingplaces.org](mailto:samraen@savingplaces.org))

## Flyer/Item in Conference Bag

\$1,500 + cost of shipping items to conference hotel

## Provide Scholarships

Provide scholarships for neighborhood leaders in your target markets, partner communities, or attendees in general, allowing them to take home new ideas to strengthen their communities and make a lasting impact.

## Program Advertising

Full Page: \$700 (7.5 x 10)

Inside back cover of program: \$1,200

Half Page: \$400 (7.5 x 5)

Quarter Page: \$300 (3.75 x 5)

Please contact Emily Schmidt for additional details ([eschmidt.@savingplaces.org](mailto:eschmidt.@savingplaces.org))



# SPONSOR BENEFITS

	Presenting Partner	Signature Partner	Visionary Partner	Strategic Partner	Leadership Partner	Supporting Partner	Contributing Partner	Sustaining Partner	General Partner
	\$100K	\$50K	\$35K	\$25K	\$20K	\$15K	\$10K	\$5K	\$2,500
Opportunity to co-host "Thought Leadership" Salon	X								
Logo on flyer included in direct mailing	X	X	X	X	X	X	X	Listing	Listing
Twitter mentions with a link	X	X	X	X	X	X	X	X	X
Facebook mentions with a link	X	X	X	X	X	X	X	X	X
Ad in final printed conference program	Full Pg	Full Pg	Full Pg	Half Pg	Half Pg	Qtr Pg	Eligible for Raffle for Qtr Page Ad	Eligible for Raffle for Qtr Page Ad	Eligible for Raffle for Qtr Page Ad
Introduction and opportunity to make remarks on stage at sponsored event	IF APL	IF APL	IF APL	IF APL	IF APL				
Full year of recognition on the National Main Street Center's website	X	X	X	X	X	X	X	X	X
Recognition in scrolling presentation at sponsored event	IF APL	IF APL	IF APL	IF APL	IF APL				
Verbal mention and thank you at the sponsored event	IF APL	IF APL	IF APL	IF APL	IF APL				
Recognition in scrolling presentation between conference sessions	X	X	X	X	X	X	X	X	X
Company name/logo with link on conference website	X	X	X	X	X	X	X	X	X
Press release mentioning sponsorship	X	X	X	X					
Recognition in Main Street Now (digital journal)	X	X	X	X	X	X	X	X	X
Logo included in regular conference blast emails	X	X	X	X					
Company signage in prominent location at sponsored event	X	X	X	X	X	X	X		
Logo on back of volunteer and staff t-shirts	X	X	X	X	X	X	X	Listing	Listing
Complimentary registration to the conference	7	5	4	3	3	2	2	1	
Complimentary event tickets to the Big Bash	7	5	5	3	3	2	2	2	
Discount on Conference Registrations and Big Bash Tickets									X
Complimentary one-year Allied Membership with the National Main Street Center	X	X	X	X	X	Eligible for Raffle	Eligible for Raffle	Eligible for Raffle	
Complimentary 8x10 booth space in Expo Hall	X	X	X	X	X	Eligible for Raffle	Eligible for Raffle	Eligible for Raffle	
Mailing list of all conference attendees who opt in upon registration	X	X	X	X	X	X	X	X	X
Handout/Advertising item in tote bags	X	X	X	X	X				
Logo on item	IF APL	IF APL	IF APL	IF APL	IF APL	IF APL	IF APL	IF APL	
Ad/recognition in conference app	X	X	X	X	X	X	X	Listing	Listing



**MAIN STREET  
AMERICA®**

Nationally recognized.  
Locally powered.™

*For more information or to discuss  
customized sponsorship packages,  
please contact:*

**JODIE HIVELEY**

**Development Officer**

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