2024 MAIN STREET NOW PROSPECTUS

May 6-8, 2024 | Birmingham, Alabama
Main Street America leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts.

Our network of more than 1,600 grassroots organizations and 46 State, County, and City-level Coordinating Programs are united by a commitment fostering strong local economies and enhancing the distinctive character that makes communities attractive to residents, visitors, and businesses.

Main Street programs are diverse in size and composition; 80% of these districts encompass low- to moderate-income census tracks.

The Main Street Approach—our time-tested framework for community-driven revitalization—equips local leaders with a practical, adaptable, and balanced approach to achieving economic health and quality of life outcomes.
Main Street Alabama’s 33 local programs are located in small towns, cities, and commercial districts.

Known as The Magic City, Birmingham offers a unique host city experience: opportunities to visit and learn from vibrant metropolitan commercial corridors—including the historic 4th Avenue Business District—and quaint Main Streets of nearby small towns.
Since 1980, over 2,000 programs have used the Main Street Approach™, resulting in:

+$101.58 Billion Reinvested in Communities
  $6.25 Billion Reinvested in 2022
+$746,897 Net New Jobs
  29,174 Net New Jobs in 2022
+$168,693 Net Gain in Businesses
  7,657 Net New Businesses in 2022
+$325,119 Buildings Rehabilitated
  10,688 Buildings Rehabbed in 2022
+$33.7 Million Volunteer Hours Leveraged
  1.5 Million Volunteer Hours in 2022
Main Street Now is the largest nationwide gathering of commercial district revitalization professionals in the U.S., 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 nation and around the world.
The Conference will feature a wide range of engaging content sharing, connection, and networking formats, including:

- Opening & closing plenaries
- Daily keynotes
- Breakout education sessions
- Facilitated group conversation sessions for attendees to network and engage around specialized topics
- Happy hours
- Exhibit Hall
- Immersive mobile workshops in Main Street communities
In addition to perennial downtown and commercial district management topics guided by the Main Street Approach, Main Street Now 2024 will offer educational sessions in three thematic areas:

- **Welcoming & Belonging**: Welcoming and belonging strategies help build bridges between new and existing residents, business owners, visitors, and other stakeholders to create stronger bonds within communities. Successful Main Streets foster a sense of community ownership for each resident by ensuring equal access to, and a role in, downtown for people from all backgrounds, including incomes, ages, races, and abilities. Whether it’s welcoming new neighbors, championing strategies to prevent gentrification or displacement, adopting immigrant-friendly policies, or creating space for group expression, Main Street organizations are well-positioned to advance these principles and strengthen their districts’ social, civic, and economic fabric.

- **Connectivity through Civic Infrastructure**: Civic infrastructure – parks, trails, town squares, play spaces, libraries, and other public places – boosts local economies, increases resiliency and trust, supports health and well-being, creates a more equitable society, increases civic engagement, and strengthens democracy for all. Underlying a community’s civic infrastructure is a system of interconnected policies, programs, and people that work in tandem to build and foster a sense of place. Main Streets share in the community-wide need to dedicate time and resources towards expanding access and use of civic infrastructure to enhance quality of life and create more sustainable communities with vibrant social capital.

- **Reimagining Local Spaces & Economies**: Major economic transformations over the past decade – from real estate market conditions and pandemic disruptions to macro-economic shifts and local entrepreneurship trends – have presented local communities with myriad challenges. In response, Main Streets have adopted future-focused solutions to leverage their place-based assets, remain competitive, and reorient their economic bases for local prosperity. To adapt in an ever-changing landscape, Main Streets can support local investment and ownership in their districts, activate underutilized spaces through creative reuse, champion people-centered infrastructure, and bolster grassroots economic vitality strategies.
ABOUT MAIN STREET NOW

MAIN STREET NOW 2023
by the numbers

- 1900+ Attendees
- 49 States Represented (+ Washington DC, Canada, Japan, and Republic of Congo)
- 150+ Education Sessions
- $3.71 Million Estimated Economic Impact
- 17 Sponsors
- 215,000+ Views on Social Media
- 268,000+ Conference Webpage & App Views
- 114,425 Conference Email Opens
ABOUT MAIN STREET NOW

CONFERENCE ATTENDEES

Snapshot

Local leaders from
49 States & Washington, D.C.
Rural, urban & suburban communities

Are highly engaged

46% email open rate

Identify as

65% MSA Members
15% Non-MSA Members
19% Other
11% Civic Leaders
49% First-time participants
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

“WE ❤️ MAIN STREET And that’s a wrap!...We are so excited to have so many wonderful lessons and tangible projects to bring back to our community.”
- Cairo Main Street, Georgia
SPONSOR SNAPSHOT
A Detailed List of Benefits can be found on Slide 33

Co-Host // $100,000 - SOLD
Combination of one $50,000 event and 1-2 sponsored sessions
OR smaller events (eg: Entrepreneurial Ecosystem Happy Hour, Big City Reception)

Presenting // $75,000 - SOLD
Combination of one $50,000 event
OR two (2) $25,000 events plus one $10,000-$15,000 event.

Platinum // $50,000
+ Great American Main Street Award Sponsor
+ Opening Plenary Sponsor
+ Big Bash Sponsor

Gold // $35,000
+ Breakfast/Lunch Session Sponsor
+ Civic Leader Lunch Sponsor
A Detailed List of Benefits can be found on Slide 33

**Silver // $25,000**
- Main Idea Session Sponsor
- Closing Plenary Sponsor
- Mary Means Leadership Award
- Expo Hall and Exhibitor Reception Sponsor
- Welcome Reception Sponsor
- Education Track Sponsor – Includes one (1) Session within the track with speaking opp for sponsor.
- Leadership Development Workshop

**Bronze // $15,000**
- Big City Reception Sponsor
- Tote Bag Sponsor
- Mobile Workshop Sponsor
- Tactical Solution Session Sponsor *(receives one session)*
- Wifi Sponsor *(supports Wifi for conference attendees)*

**Contributing // $10,000**
- Founders’ Reception Sponsor
- Conference App/Platform Sponsor
- Lanyard Sponsor
- Wellness Sponsor
- Refreshment Break Sponsor
- Phone Charging Station Sponsor
As a conference Co-Host Sponsor, enjoy maximum exposure to our nationwide network through recognition as co-host of the conference in all communications. This includes the opportunity to make 3-5 minutes of remarks at the Main Street Now Opening Plenary and Founders Reception, as well as all co-host conference benefits (see Slide 33).
As a Presenting Sponsor, enjoy premier exposure to our nationwide network through sponsoring two (2) $25,000 level events plus one $10,000-$15,000 event of your choosing.

Benefits Highlight: In addition to the opportunity to provide introductory remarks during the sponsored events of their choice, sponsors receive recognition in all conference-related communications, signage and emails.
Great American Main Street Award - 1 available
The Great American Main Street Award (GAMSA) 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 Highlight: Get 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 Platinum Sponsor benefits.
Opening Plenary - 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 Highlight: Get the opportunity to make 3-5 minutes of remarks on stage, special signage at the event, recognition in press releases and media, plus all Platinum Sponsor benefits.
Big Bash - 1 available

The Conference's popular closing celebration brings together around 600-700 attendees for music, dancing, food, and fun.

**Benefits Highlight:** Recognition in all media and marketing opportunities surrounding the Big Bash plus all other Platinum Sponsor benefits.
Breakfast/Lunch Session - 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 Gold Sponsor benefits.
Civic Leaders Lunch - 1 available

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.

Benefits highlight: Get the opportunity to make 3-5 minutes of remarks at session, special signage at the event, recognition in emails and social media, plus all Gold Sponsor 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 2025 Conference location will be unveiled.

Sponsors get the chance to display additional signage and provide 2-4 minutes of remarks, in addition to all other Silver Sponsor benefits.
Main Idea Sessions - 2 available

Main Idea 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 other Silver Sponsor benefits.
Mary Means Leadership Award - 1 available
The Mary Means Leadership Award is given out annually to celebrate the outstanding leadership of the Main Street Network. Announced at the Closing Plenary of the conference, the award celebrates a staff or volunteer leader at a local Main Street organization or Coordinating Program.

Welcome Reception - 1 available
The Welcome Reception kicks off the conference and is a perfect opportunity for attendees to mingle and enjoy some food and drink together before the conference officially begins.
Expo Hall/Exhibitor Reception - 1 available
The Main Street Expo provides approximately 1,800 conference attendees the opportunity to learn about new resources for their communities.

Sponsors have the opportunity to display additional signage in the hall, receive premium booth placement and all other Bronze Partner benefits.
Education - 3 available

Main Street Now offers a number of education programs around each Conference theme. The themes for 2024 will be announced in the fall of 2023.

Each track includes 5-6 sessions related to the theme. Sponsorship includes logo recognition in online program (adjacent to each related session description), the opportunity to make remarks or serve on the panel of one of the sessions, and all other Silver Sponsor benefits.
**Founders’ Reception**

This exclusive event brings together board members, elected officials from Boston, and other sponsors for an evening of food, drink, and networking. Sponsors receive additional event signage and branding on invitations, the opportunity to make welcoming remarks, as well as all Bronze Sponsor benefits.

**Tactical Solution Session**

These short, 30-minute sessions, are designed to offer practical solutions that Main Street directors can use to solve common issues in their communities. Sponsors have the opportunity to program and/or speak, receive logo recognition on dedicated signage at the session, and to distribute promotional materials to session attendees.
Big City Reception

The Big City Reception brings together Main Street’s network of neighborhood commercial district practitioners from large cities across the country for an evening of networking, drinks, and food. Sponsors receive event signage, branding on invitations, and all other Bronze Sponsor benefits.

Mobile Workshops

Mobile Workshops provide conference attendees with the chance to use Birmingham as their community revitalization classroom. Mobile Workshops will take conference-goers all over the city to learn from their communities. Sponsors will receive recognition on all Mobile Workshop signage, as well as all other Bronze Sponsor benefits.
Tote Bags

Main Street Now attendees receive a tote bag filled with conference materials when they check in. The sponsorship amount includes the product cost with all procurement the responsibility of Main Street America. The sponsor will get their logo on the product, as well as all Contributing Partner benefits.

Wi-Fi

By underwriting the cost of providing Wi-Fi to all conference attendees, this sponsorship provides direct support to Main Street directors to maximize their conference experience. Sponsor will receive logo recognition in online and printed program as well as special signage throughout the conference site.
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 Main Street America. 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. Benefits include complimentary banner ads, as well as Contributing Partner benefits.
Wellness

Health and well-being is a top priority at the Main Street Now Conference. Sponsors can choose to support health and wellness staff, fitness sessions, or other opportunities for wellness at the conference.

Refreshment Break

Sponsor breakfast items, coffee, and snacks for attendees.

Phone Charging Station

Sponsor charging stations for attendees to use adjacent to conference sessions, includes logo recognition on dedicated signage.
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 Sponsorships

Provide registration scholarships for neighborhood leaders in your target markets or partner communities to help them take home new ideas to strengthen their communities.
ALL SPONSORS ($10,000+) RECEIVE THE FOLLOWING:

+ Logo on the Main Street Now Conference app and signage at the event
+ Logo recognition and link to sponsor’s website at www.mainstreet.org
+ Complimentary Conference registrations and tickets to the Founders’ Reception and Big Bash
## Sponsor Benefits Overview

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<tr>
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<td>7</td>
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<td>4</td>
<td>3</td>
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<td>Big Bash</td>
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<td>Attendee Scholarships (for distribution by Sponsor)</td>
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<td>Founders' Reception tickets</td>
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<td>5</td>
<td>4</td>
<td>3</td>
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### Branding
- Verbal recognition from Stage at Opening & Closing Plenaries: X X X X X X
- Logo included in sponsor slideshow played before each Plenary: X X X X X X
- Recognition on conference signage: Logo Logo Logo Logo Logo Logo

### Digital and Social Media Marketing
- Dedicated email to MSA network: 2 1
- Logo included on all conference emails: X X X X
- Logo on Main Street Now Conference App Homepage: X X X X
- Logo in Conference App: X X X X X
- Twitter mentions: 5 4 3 2 2 1
- Facebook mentions: 3 3 2 2 1 1
- Recognition on Main Street America website for one year: Logo Logo Logo Logo Logo Logo

### Session Sponsorship
- Tactical Solution session: X X X
- Opportunity to distribute promotional materials at sponsored event: X X X
- Verbal recognition from stage at sponsored event (as applicable): X X X X X X X X
- Logo recognition at sponsored event (signage/presentation screen): X X X X X X

### Speaking Opportunities
- Opportunity to make 3-5 min. remarks from stage at sponsored event: X X X X X

### Additional Conference Benefits
- Provide question(s) for post-conference attendee survey: 2 2 1
- Lunch meeting with CEO at the conference: X X X
- Complimentary 8x10 Booth Space in Expo Hall: X X X X X
- Email list of attendees (who opt in upon registration): X X X X X
"I enjoyed networking with other Main Street professionals and the feeling that I am not in this alone. The sessions were all very informative and valuable."

"Each Main Street Now Conference has a plethora of educational outlets and an endless networking possibility. The conference locations also allow us to visit cities in a manor we may have not been able to without the conference."
"I was blown away by who was represented in [the] speakers and the topics at hand...I left the conference so inspired and wanting to learn more from Main Street America."

"I loved all the sessions I attended, listening to everyone have similar experiences that we are facing and having hope in the progress we are making! All the sessions were super helpful and interesting to learn about!"
"So many great, real-world examples of successful implementation of the program’s core concepts. Loved that the attendance spanned the country and included tons of small towns."

"The mobile workshops are really well put together. I get a lot of information both visually and experientially to bring back to my organization."