MAIN STREET NOW 2022
PROSPECTUS
May 16-18, 2022, Richmond, Virginia
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 tracks.

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:

- **+$89.57 Billion** Reinvested in Communities
  - **$4.14 Billion Reinvested in 2020**
- **+687,321** Net New Jobs
  - **14,988 Net New Jobs in 2020**
- **+154,435** Net Gain in Businesses
  - **4,356 Net New Businesses in 2020**
- **+303,836** Buildings Rehabilitated
  - **8,488 Buildings Rehabbed in 2020**
MAIN STREET NOW 2022
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. Last year’s virtual conference drew nearly 4,000 attendees.

As we enter the next phase of COVID-19 recovery, our mission is more relevant today than ever before.
ABOUT MAIN STREET NOW

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
• Happy Hours
• Exhibit Hall
• Tours of Main Street communities
Main Street Now 2022 will celebrate the community resilience and reinvestment championed by our Main Street programs through the COVID-19 pandemic and begin envisioning strategic opportunities to strengthen and expand our commercial districts as we emerge into a new economic future.

The conference will bring three days of immersive content and connection, sharing cutting-edge knowledge, sparking conversation, and generating solutions for the future of Main Street.
Main Street Now 2022 will focus its programming around three themes:

- **Main Streets for the New Economy**: As we look ahead to the post-pandemic economy, Main Street programs must harness shifts accelerated by the pandemic. Main Street Now will feature sessions highlighting how Main Streets can embrace community and economic development innovations to create quality jobs, advance equity, leverage shifts in consumer choices, and increase community wealth.

- **Community Preservation and Expression**: Main Streets have an important role to play in ensuring that public spaces and signifiers of collective memory are reflective of and in service to all members of the community. Conference sessions will explore the relationship between Main Streets of the future and our complicated histories; the ways in which the arts can address real-world challenges; and the practice of historic preservation to tell a fuller American story.

- **Housing and Small-Scale Development**: Strengthening commercial district housing, density, and mixed-use development is one of the most transformative ways that a community can drive investment in its downtown. Sessions will explore how redevelopment, planning, and preservation processes need to adapt to make it easier and more affordable to add housing downtown and showcase innovations from the field.
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
SPONSOR SNAPSHOT
(Detailed List of Benefits can be found on Slide 23)

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 - SOLD
• Opening Plenary and Reception Sponsor - SOLD
• “Civic Leader” Events Sponsor - SOLD

Visionary Partner // $35,000
• Big Bash Sponsor
• Breakfast/ Lunch Session Sponsor

Strategic Partner // $25,000
• Main Idea Session Sponsor – 1 of 2 SOLD
• Closing Plenary Sponsor
• Welcome Reception (Sunday)
• Education Track Sponsor – 1 of 3 SOLD

Supporting Partner // $15,000
• VIP Reception Sponsor
• Expo Hall Sponsor
• Tactical Solution Session Sponsor

Contributing Partner // $10,000
• Conference App Sponsor
• Lanyard Sponsor
• State Sign Sponsor
• Mobile Tour Sponsor - SOLD
• Transportation Sponsor
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 the opportunity to provide introductory remarks during 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 (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 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 Richmond 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 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.
STRATEGIC PARTNER DETAILS

$25,000

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 2023 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 Strategic Partner 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 Strategic Partner benefits.
Main Street Now offers a number education programs around each conference theme. In 2022 those are:

- Main Streets for the New Economy
- Community Preservation and Expression
- Housing and Small-Scale Development - **SOLD**

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 (1) of the sessions and all other Strategic Partner benefits.
VIP Reception
This exclusive event brings together board members, elected officials from Richmond, 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.

Tactical Solution Session Sponsor
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.
**Expo Hall**

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 Supporting Partner benefits.
CONTRIBUTING PARTNER DETAILS

State Signs
State signs are displayed by attendees from all member 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 Main Street America.

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.

$10,000
Transportation

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

Mobile Tour

Mobile Tours provide conference attendees with the chance to use Richmond and surrounding Virginia Main Street communities as their community revitalization classroom. Mobile Tours will take conference-goers all over Richmond to learn from their communities. Sponsors will receive recognition on all Mobile Tour signage, as well as all other Contributing Partner benefits.
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.
SPONSOR HIGHLIGHTS

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

+ Logo with a hyperlink to the sponsor website on www.mainstreet.org
+ Logo on the *Main Street Now* conference app
+ Social media recognition
+ Complimentary registrations and Big Bash Tickets
### Conference Registration and Tickets

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<th>Signature</th>
<th>Visionary</th>
<th>Strategic</th>
<th>Supporting</th>
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<tr>
<td>Complimentary Registration</td>
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<td>Big Bash</td>
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<td>5</td>
<td>4</td>
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<td>Attendee Scholarships (for distribution by Sponsor)</td>
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### Branding

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<tr>
<td>Verbal recognition from Stage at Opening &amp; Closing Plenaries</td>
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<td>Recognition on conference signage</td>
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### Digital and Social Media Marketing

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<td>Logo included on all conference emails</td>
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<td>Logo on Main Street Now Conference App Homepage</td>
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<td>Banner Ad in Conference App</td>
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### Individual Session Sponsorship

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<td>Opportunity to distribute promotional materials at sponsored event</td>
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### Additional Conference Benefits

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"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