



## Sponsorship Support Agreement *City of Appleton*

City of Appleton will be acknowledged as a support sponsor of the following events and programs, as part of this sponsorship package: Business Retention/ Residential Outreach Program, Avenue of Ice, Annual Meeting, Downtown Night Market, Cultural Cuisine Walk, Summer Support/ Farm Market, Downtown Creates Walk Events, Light Up Appleton, Small Business Saturday, and Annual Awards Celebration.

Items listed are specific to that event and are showcased under the event title. Opportunities available with each event sponsorship includes the following:

- Social media mentions leading up to the event and City of Appleton logo recognition on each event page.
- The inclusion of the City of Appleton logo will be featured on the ADI website for one full year and can be linked back to the City of Appleton website.
- Logo inclusion on all promotional materials, including tickets, posters, banners, flyers, print ads,
- Facebook exposure on the Appleton Downtown Facebook page as a Favorite page. Page currently has 20,900+ followers and is a great way to engage and interact with the community.
- Additional acknowledgement in ADI's weekly public E-blast communication.

### Sponsorship Benefits:

#### **Downtown Business Retention/ Residential Outreach \$2,000**

- City of Appleton link and logo inclusion on our website supporting the downtown property search tool and business recruitment information. Website updates happening in 2023 will include City staff recommendations and resources to share.
- Downtown resident and new employee Welcome Packet inclusion with City website/resources QR code. ADI staff will create the card.
- Support for year-round business retention visits and new business attraction efforts
- Co-host of an annual Downtown Development breakfast

#### **Avenue of Ice – ice carving \$ Included**

-Promotion of Art through varieties of carved ice, while attracting customers to walk the Downtown District

- Signage designating sponsor of event and ice carving.

## **Annual Meeting ADI, BID, and CDA \$500**

-Report to Stakeholders

- Invitation as speaker to present a few City updates.

## **Night Market \$2,500**

-A variety of offerings under the streetlights! Food vendors, art and craft vendors, hands on activities, a pop up street dinner, street performers, live music, glow lights, and more.

- The city of Appleton would have the option of a booth 10x10 or two 10x10 booths available for promotion of various programs, such as: Appleton Public Library, Appleton Police Department, Park and Recreation Programs, etc.

## **Cultural Cuisine Walk \$1,000**

-Walk event featuring cultural food tasting from each participating location.

- Signage designating sponsor of event.

## **Sustaining Summer Support with Farm Market \$2,500**

-Promoting Eat Local, Shop Local – includes Downtown Businesses and Farm Market Vendors

- Support for infrastructure needs to effectively produce the Farm Market for a full season.
- Occasional booth space available for City of Appleton promotion: Appleton Public Library, Appleton Police Department, Park & Recreation, etc. Schedule to be worked out with ADI Staff.
- Facebook exposure on the Downtown Appleton Farm Market Facebook page as a Favorite page. The current page has 21,200+ fans and is a great way to engage and interact with the community.

## **Downtown Creates Walk Events & Placemaking Initiatives: \$2,000**

-Promotion of Local Artists through Music, Art & Culture, while attracting customers to walk the Downtown District

- Three summer dates: June 17, July 15, and August 19
- Opportunity to participate during each event, perhaps each department could have a chance to share information with the public such as: *Open Office Hours with the City of Appleton*. This would be a great time to share updates on the library project or educate people on how to use Valley Transit. ADI staff can help coordinate with City departments.
- Supports additional placemaking and public art initiatives.

## **Light Up Appleton: \$2,500**

-Free Family event to Celebrate the Light of the Season through Music, Art & Culture, while attracting customers to Downtown District for the Holidays

- City of Appleton logo on all Light up Appleton promotional material.
- Mayor is invited to help with the light up ceremony.
- Activities such as: FREE treat walk, community entertainment stage, handcrafted Market, wagon rides and so much more!

## **Small Business Saturday \$1,500**

-City wide Shop Local promotion event

- Support for the cooperative marketing effort with ADI and ANBA to promote shopping local with small businesses throughout the city.

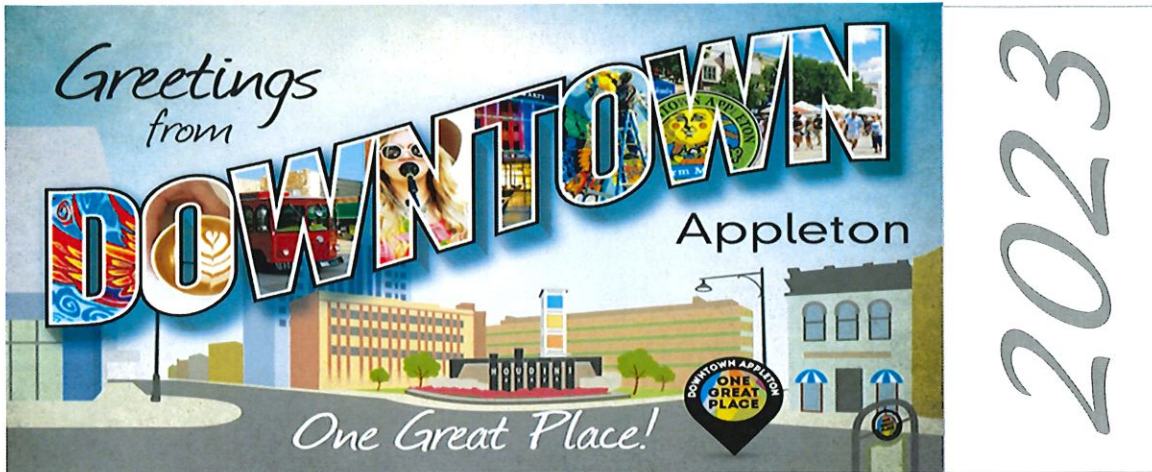
## **Downtown Business Awards Celebration table: \$500**

-Celebration to Acknowledge Downtown Businesses for their Achievements

- Reserved table for eight. \*
- Recognition in the program and from the stage.

Note: All in-person events are subject to permit approval.





## 2023 Downtown Sponsorship Agreement City of Appleton

As part of the sponsorship package, the City of Appleton will be acknowledged as a sponsor of the following events with a sponsorship total of \$15,000, and breakdown is as follows:

Sponsorship total is \$15,000 and breakdown is as follows:

Downtown Business Retention & Attraction and Development breakfast	\$2,000
Avenue of Ice – ice carving	\$ Included
Annual Meeting	\$ 500
Cultural Cuisine Walk	\$1,000
Summer Support/ Farm Market	\$2,500
Downtown Creates Walk Events	\$2,000
Downtown Business Award Celebration	\$ 500
Night Market	\$2,500
Small Business Saturday	\$1,500
Light Up Appleton	\$2,500

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City of Appleton Representative

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Date:

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Meghan Warner  
Community Partnership Director  
Appleton Downtown Inc.

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Date:

