



# A GUIDE TO SINGLE-ASK SPONSORSHIP CAMPAIGNS



## ABOUT THE SOLUTION CENTER

The Main Street Solution Center is a free access portal to resources for communities and organizations working to revitalize and strengthen their local economies. The Solution Center's curated resources are designed to help guide and inspire local leaders and advocates as they navigate the complexities of downtown and neighborhood business district revitalization and economic growth.

## ABOUT THE PARTNERSHIP

This Main Street Solution Center publication was underwritten by Michigan Main Street and Main Street Iowa. Their generous support demonstrates a shared vision and ongoing commitment to freely share knowledge, experience, tools, and best practices to fuel revitalization and economic growth in their own communities, and in locales spanning the nation.



## ABOUT THE CREATORS

**Leigh Young, AICP** is Senior Main Street Specialist with Michigan Main Street and a driving force behind the creation of the Main Street Solution Center. Her deep passion for planning, placemaking, community engagement, and sustainable urban development is evident in her work to advance the cause for revitalization and economic development in downtown and neighborhood business districts across Michigan.

**Jay Schlinsog, CMSM** is the owner of Downtown Professionals Network (DPN), a Franklin, TN-based firm specializing in innovative, market-driven downtown and business district revitalization and economic development solutions. He brings more than thirty years of experience gained while serving as chief executive with chamber and district management organizations, and through his work with communities and organizations across the United States.

**Ben Muldrow** is a partner at Arnett Muldrow & Associates, a consultancy renowned for its creative approach to economic development, branding, and marketing strategies for small towns and cities across the nation. He brings an innovative mindset and a deep understanding of the unique dynamics of community branding to each engagement, blending traditional community values with modern marketing techniques to help communities and districts unlock their potential.

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# SINGLE-ASK SPONSORSHIP CAMPAIGNS

Developing an annual single-ask sponsorship campaign can streamline fundraising efforts and provide clear, structured opportunities for local businesses and individuals to contribute. Here's a guide to creating such a campaign:

## 1. Define Your Objectives

**Purpose:** Determine the primary purpose of your campaign. Underwriting the costs of producing events is obvious, but the organization may also be relying on sponsorship proceeds to help cover general operations and other project costs.

**Financial Goal:** Set a clear financial target based on your organization's annual budget needs.

## 2. Identify Potential Sponsors

**Local Businesses:** Approach businesses that will benefit from increased foot traffic and community goodwill.

**Corporate Sponsors:** Look for corporations with a community investment initiative.

**Individuals:** Don't overlook community members who are passionate about your district and willing to support financially.

**In-kind Sponsors.** Identify event production needs that could be met by in-kind sponsors providing goods and services.

## 3. Determine Sponsorship Levels

**Tiered Structure:** Create sponsorship tiers with escalating benefits (e.g. Bronze, Silver, Gold, Platinum) Ideally, tiers might be titled to tie-in with the campaign theme or unique district features.

**Benefits:** Offer promotional opportunities such as logo placement, named events, or exclusive access to special activities.

**Customization:** Be open to customizing benefits to meet sponsors' specific marketing goals.

## 4. Create Compelling Sponsorship Packages

**Value Proposition:** Clearly articulate the value sponsors will receive in return for their support.

**Impact Narrative:** Include stories or data that demonstrate the positive impact of your organization.

**Visual Appeal:** Ensure that sponsorship packages are visually appealing and look professional.

## 5. Launch Your Campaign

**Timing:** Choose a time of year when businesses are planning their annual budgets.

**Promotion:** Use multiple channels to promote the campaign, including social media, email newsletters, and local media.

**Events:** Consider hosting a kickoff event to generate excitement and provide more information about sponsorship opportunities.

## 6. Sponsorship Outreach

**Personalized Approach:** Personalize outreach as much as possible, referencing potential sponsors' past support or community involvement.

**Face-to-Face Meetings:** Whenever possible, arrange face-to-face meetings to build relationships and discuss sponsorship opportunities.

**Follow-Up:** Have a structured follow-up process to ensure potential sponsors have all the information they need to make a decision.



## 7. Recognize and Thank Sponsors

**Public Acknowledgment:** Publicly thank sponsors through social media, at events, and in press releases.

**Personal Thank You:** Send personalized thank-you letters from the organization's leadership.

**Reports:** Provide sponsors with reports on how their funds were used and the outcomes achieved.

## 8. Manage Sponsor Relationships

**Year-Round Engagement:** Keep sponsors engaged throughout the year, not just during the ask, to build long-term relationships. For example, send your newsletter and annual report to sponsors to keep them updated on the organization's work and accomplishments throughout the year.

**Feedback:** Solicit feedback from sponsors to improve future campaigns and ensure their continued satisfaction.

**Exclusivity:** Offer first right of refusal for sponsorship renewal to current sponsors before approaching new potential sponsors for the next year's campaign.

## Conclusion

An annual single-ask sponsorship campaign should be strategic, organized, and personalized. It must clearly communicate the benefits to sponsors and the community impact. With careful planning and execution, such a campaign can secure the vital funds needed to support the organization's objectives.

## 9. Evaluate and Report Back

**Campaign Analysis:** After the campaign, analyze what worked and what didn't for continuous improvement.

**Sponsor Surveys:** Conduct surveys to understand sponsors' satisfaction levels and gather testimonials.

**Impact Report:** Prepare an annual report that details the outcomes of the sponsored projects and initiatives.

## 10. Prepare for Next Year

**Early Planning:** Start planning the next campaign early, using insights from the current year.

**Sponsorship Calendar:** Create a calendar with key dates for sponsor outreach, renewals, and acknowledgment activities.

**Update Materials:** Revise sponsorship materials annually to reflect new offerings, success stories, and updated financial goals.



## EXAMPLES



### 2023 SALINE MAIN STREET EVENTS & SMALL BIZ RELIEF CORPORATE SPONSORSHIP

One sponsorship. Events and business support all year long!

Why sponsor Saline Main Street? Your brand will reach thousands of event attendees as a Saline Main Street supporter and link your business with the critical work we are doing to keep our downtown brick and mortar shops, services, and restaurants open.

By backing Saline Main Street, you will help us give our small businesses the continued support they need to sustain difficult times, meet challenges, and become truly successful!

Below is a list of Saline Main Street's popular downtown events. A comprehensive list of community events organized by other organizations is included on page 2. Please note that not all events held in Downtown Saline are managed by Saline Main Street.



#### SALINE MAIN STREET COMMUNITY EVENTS



##### FabFeb Buttons CELEBRATE LOCAL!

Spending dollars locally is important, and for the entire month of February those who choose to support Saline Main Street with a \$5 donation will receive a FabFeb button to unlock specials, discounts, and other surprises! (All February 2023)

##### Winter Celebration CELEBRATE THE HOLIDAYS!

Join us downtown for a Cocoa Crawl including area businesses and restaurants. Partnered with the Saline Area Chamber of Commerce's events including the Tree Lighting and Christmas Parade, this is a great day for the whole family to be downtown. (First weekend of December)



##### Salty Summer Sounds CELEBRATE SUMMER!

These free concerts in Downtown Saline are held every Thursday evening from June through August. Live music performances draw large crowds (300 to 600 each week), providing fun for kids and adults alike! (June through August 2023)



##### Oktoberfest CELEBRATE OUR HERITAGE!

A community favorite, this autumn cultural festival celebrates our German history with music, food, beer, children's activities, dancing, German games, wiener dog races and more! Live headliner entertainment draws the biggest crowds of the year to Downtown Saline. Oktoberfest is Saline Main Street's primary fundraiser! (September 15<sup>th</sup> and 16<sup>th</sup>)

##### Trunk or Treat CELEBRATE HALLOWEEN!

Our annual Trunk or Treat Halloween Event brings the whole community together. Tons of kids and families get in costume and gather for fun activities and free goodies in our safe, family-friendly outdoor space, right in the heart of Downtown Saline! (October 25<sup>th</sup>)



##### The 109 Cultural Exchange MORE EXPOSURE FOR YOU!

Throughout the year, Saline Main Street and our community partners hold lots of downtown functions at our multipurpose people's space. From workshops, monthly meetings, art classes and live music – to pop-ups and receptions. Our sponsor banner is always front row and center!

Saline Main Street is a 501 (c)(3) nonprofit volunteer-driven organization. Your sponsorship is greatly appreciated!



# EXAMPLES

## Saline 2023 SPONSOR MAIN STREET OPPORTUNITIES

The opportunities listed below give you year-round exposure to thousands of potential customers around the region!



SPONSOR BENEFITS	SPECTACULAR	SUPERB	AMAZING	FANTASTIC	WOW	COOL
	\$5000*	\$2,500	\$1,000	\$500	\$250	\$100
Company listing on Saline Main Street website year-round.	★	★	★	★	★	★
Special sponsor sign at all Saline Main Street gatherings and functions.	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Company name or logo on event web page.	LOGO	LOGO	LOGO	NAME	NAME	
Social media mentions throughout the year.	★	★	★	★		
Radio mentions (when applicable).	★	★	★	★		
Name or logo on poster (when applicable).	LOGO	LOGO	LOGO	NAME		
Name or logo on supporting marketing literature (when applicable).	LOGO	LOGO	LOGO	NAME		
Company logo on Saline Main Street website.	★	★	★			
Vendor space (when available).	★	★	★			
Verbal recognition throughout event by stage emcees.	★	★	★			
YOUR LOGO on entertainment stage banner (when applicable).	★	★				
YOUR LOGO on beer tent banner (when applicable).	★	★				
Participation fee waived for Trunk or Treat.	★	★				
Press release and photo opportunity in your location for sponsorship PR.	★	★				
Oktoberfest Friday evening for 8. Free admission and 16 drink tickets for guests.	★					

**\*\$5,000 Level | Two-year commitment.** In-kind is not applicable. The “Spectacular” level commitment must be made by March 15, 2023 and funds received by April 1, 2023 and 2024 respectively. **Annual or quarterly payment plans happily considered!**

### Downtown Events

Your corporate sponsorship “one-time ask” supports Saline Main Street events ONLY (listed on page 1).

Please refer to the chart to clarify which events your sponsorship is funding. It is at these Main Street events that your support will be promoted.

MAIN STREET EVENTS	HOST ORGANIZATIONS	DATE
FAB Feb Buttons	Saline Main Street	February
Summer Concerts	Saline Main Street	June – August
Oktoberfest	Saline Main Street	September
Trunk or Treat	Saline Main Street	October
Winter Wonderland	Saline Main Street	December
OTHER SALINE EVENTS	HOST ORGANIZATIONS	DATE
Celtic Festival	Friends of the Festival   City of Saline	July
Summerfest	Summerfest   Picnic in the Park	August
Tree Lighting & Parade	Saline Area Chamber of Commerce	December

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# ADDITIONAL EXAMPLES

**2023 SPONSORSHIP OPPORTUNITIES**

**DOWNTOWN JOPLIN ALLIANCE**

**Get Involved**

- About Downtown Joplin Alliance PAGE 02
- The Impact PAGE 03
- Our Events 2023 PAGE 04 AND 05
- Title Sponsorships PAGE 06
- Event Sponsorships PAGE 07

**DOWNTOWN JOPLIN**  
*It's Happening*

2023 SPONSORSHIP OPPORTUNITIES

**2024 Business Information Packet**

Wrapping up another year here with Port Washington Main Street, and it's exciting to think of all we have accomplished in the past year. We began the year with a few big tasks - like developing and launching a new mural program and reimagining the Facade Grant with expanded funding. Looking back, how exciting to now have five new murals and a revitalized exterior at Chocolate Chisel, with Java Dock also set to undergo a transformation. Another exciting accomplishment was completing another beautification project through our all-volunteer Design Committee. Harborview Corner is now an eye-catching and inviting entryway into Franklin Street, and it features a metal sculpture by a local high school student. For all the hard work this year, we were even honored with one of the Mayor's Keys to the City for outstanding contribution to the city by a non-profit.

In 2024, we will keep the momentum going. Now, with an expanded staff, we are set to take on new initiatives. We are launching Main Street Grants, a way to put money back in the hands of our businesses for projects that benefit the downtown as a whole. We are also working on a two-pronged Hiring Campaign for spring and fall, the busiest hiring seasons. In March, we will bring back a quarter 1 event to boost foot traffic - welcome back, Flannel Fest! And we are collaborating with downtown businesses on two other winter events that will draw customers in the dreaded slow spell. Come summer, our Third Thursdays event series will now include live music at Heart of the Harbor, and we will launch a Harbor Eats program for restaurants who want to offer lunch delivered to guests at the gathering space. These are just a few of the projects we have in the works. It is set to be a busy and exciting year ahead!

In the packet, you will find:

- Downtown Port event date and info card
- Downtown Port event registration form
- Other Downtown Port opportunities
- Grant applications
- Marketing and Advertising opportunities
- Downtown Gift Certificate information
- Business resources, including local, WEDC, education and training resources

Please contact me if you have questions on anything in this packet. I'm available at the office most weeks Tuesday through Friday between 8:30 and 4:30 and by appointment otherwise. Feel free to reach out or visit!

*Kristina Tadeo*  
Kristina Tadeo  
Executive Director

**Sponsorship Package**  
[Downtown Joplin Alliance](#)  
Joplin, Missouri

**Business Friends Sponsorship Package**  
[Port Washington Main Street](#)  
Port Washington, Wisconsin

**2023-2024 SPONSORSHIP PROPOSAL**

**EVENTS & PROGRAMS**

**MAIN STREET HANOVER**

**COME ALIVE IN LAWRENCEVILLE**

**DTL**  
Downtown Lawrenceville

**2024 Event Sponsorship Information**

City of Lawrenceville | P.O. Box 2200 Lawrenceville, GA 30046  
Events@LawrencevilleGa.org | 678.407.6653

**Sponsorship Package**  
[Main Street Hanover](#)  
Hanover, Pennsylvania

**Event Sponsorship Package**  
[Downtown Lawrenceville](#)  
Lawrenceville, Georgia

