

5

events

2000+

people at outdoor events

750

tickets sold to Bacon + Brew

6000

subscribers to e-news

6000

Facebook followers

SELECT THE EVENT(S) TO SPONSOR!



Outdoor juried event with 150+ artists and VIP kickoff party; attracts people with money to spend from all over New England



Indoor ticketed craft beer sampling event with VIP section; attracts adults aged 24-50 with disposable income



Outdoor event for adults aged 21-70 with food, music and beer; held twice each summer



Family celebration with indoor and outdoor activities; primarily for kids aged 2-12



2018 EVENT SPONSORSHIP OPPORTUNITIES



For details:
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or

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BENEFITS

PREMIER
\$10000
3 EVENTS

TITANIUM
\$5000
1 EVENT

PLATINUM
\$2500
1 EVENT

GOLD
\$1000
1 EVENT

SILVER
\$500
1 EVENT

BRONZE
\$200
1 EVENT

FULL YEAR MARKETING

Your name on a sponsor tag for a light pole banner

2

1

Your logo linked to your site on our website sponsors page



Your logo linked to your site on Bev Main St website event page



Posts about your company on our social media sites with link to your page

24

12

PRE-EVENT MARKETING [you select event(s)]

Your logo on the Cabot Street banner (varies by event)



Recognition on all print collateral for the event (flyers, postcards, etc)

logo

logo

logo

name

link

name

Recognition in social media posts (6000 followers)

link

link

link

link

link

name

Recognition in Bev Main St e-newsletter (6000+ subscribers)

link

link

link

link

name

name

AT-EVENT MARKETING

Executive opportunities to speak to audience (varies by event)



Announced as sponsor every hour



Your name on 1000 beachballs tossed into crowd (if Bev New Year)



Your logo on VIP section signage & swag bags (if Bacon + Brew)



10x10' space in preferred location to promote your company



Your banner hung at the event



Place your promotional giveaways in VIP swag bag (if Bacon + Brew)



Placement of your promotional materials at Bev Main St tent



Free admission tickets / buttons (if Bacon + Brew or Bev New Year)



10

8

6

4

Recognition on sponsor signage located throughout event



POST-EVENT MARKETING

Recognition in social media posts, letter to the editor, e-news





2018 Event Sponsorship Opportunities

I would like to discuss a custom package

or

I will sponsor at the following level:

- Premier – Choose THREE events - \$10,000
- Titanium – Choose one event - \$5,000
- Platinum – Choose one event - \$2,500
- Gold – Choose one event - \$1,000
- Silver – Choose one event - \$500
- Bronze – Choose one event - \$200

I will sponsor the following events – check all that apply:

- Arts Fest – June 16
- Block Party #1 – July 28
- North Shore Bacon + Brew Fest – August 11
- Block Party #2 – August 25
- Beverly's New Year – December 31

I will pay for my sponsorship by:

- Enclosed check made out to Beverly Main Streets
- Check to follow by mail to Beverly Main Streets, 248 Cabot Street, Beverly, MA 01915
- Online donation at <http://www.beverlymainstreets.org/donate-179.html>
- Please invoice me

Name to Appear on Promotional Materials:

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Please make check payable to **Beverly Main Streets**
Mail your check and this form to **Beverly Main Streets, 248 Cabot Street, Beverly, MA 01915**
or email form to **gwallace@beverlymainstreets.org**

Thank you for supporting these great community celebrations!

Beverly Main Streets is a 501(c)(3) corporation - Tax ID #56-2306350
Your investment is a tax-deductible business expense as allowed by law

Deadline to be included in all promotional materials is March 1, 2018



Beverly Main Streets