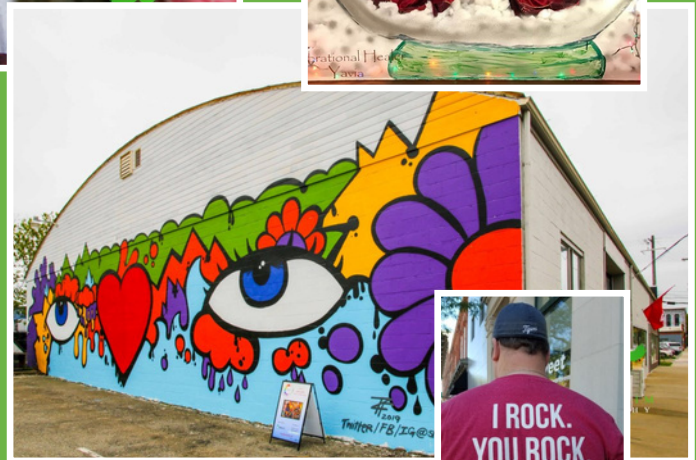




Howell Main Street

A Great American Main Street Award Winning Community!



2023 Program Sponsorship Opportunities

SUPPORT YEAR ROUND DOWNTOWN HOWELL ACTIVITIES!



We are proud to be recognized as one of the best downtowns in the entire country!

Howell Main Street Inc. is a unique blend of business and property owners, community leaders, entrepreneurs, residents, and visitors all personally engaged in working together to support downtown Howell. Our grass roots, volunteer-led 501 (c)3 organization blends innovation and creative approaches to positively position and grow our downtown through quality events, projects, preservation, and programming. We are a community celebrating our past while looking toward our future! Because of our valued friends and supporters, like you, as well as a strong network of dedicated volunteers, we are able to build community spaces, bring murals and other forms of art to downtown through The Howell Art Project, offer quality events such as Rock the Block and Food Truck events, and beautify the downtown with stunning flower pots and holiday displays! This is only a snapshot of what our community has been able to achieve together, but we're definitely not done yet!



VISIT US ON SOCIAL MEDIA!



Our audiences reach wide audiences in the Howell-Brighton and Metro Detroit area. Take a look below to see who is following @HowellDowntown!

Facebook

Followers

15,1821

Reach

Howell - 31.4%
Brighton - 6.3%
Fowlerville - 3.9%
Hartland - 3.9%
Pinckney - 2%

Gender

19.5% Male
80.5% Female

Instagram

Followers

2,095

Reach

Howell - 36.2%
Brighton - 5.8%
Hartland - 3.4%
Fowlerville - 2.4%
Hamburg - 2.1%

Gender

18.8% Male
81.2% Female

Tik Tok

Followers

175

Reach

Howell - 36.4%
Brighton - 18.2%
Rockford - 6.1%
Wixom - 6.1%
Detroit - 6%

Gender

26.3% Male
73.7% Female

MIGHTY MAIN STREET MAJOR SPONSOR \$30,000 YEAR-ROUND SPONSORSHIP



If you love EVERYTHING about downtown Howell and want to make a HUGE DIFFERENCE in the community, then this sponsorship level is for YOU! Not only will you support the fun festivals and events you've come to love, but this sponsorship will enhance the vibrancy and excitement of our award-winning downtown— making it a great place to live, work, stay, and play!

In exchange for your generous contribution, you will receive recognition as a Major Sponsor for popular events and programs, plus print, on-site signage, and social media promotion benefits connected to The Howell Art Project, Oktoberfest, Rock the Block, Food Truck events, the Applause Awards, and other year-round programming.

Prominent logo placement and recognition as a Volunteer Program Partner on our website, www.downtownhowell.org, and on-site recognition at the Applause Awards in Spring 2022.

Sponsor recognition in every e-newsletter (received by 2,000+ subscribers who eagerly anticipate the latest downtown news each quarter).

Exclusive quarterly video spots on social media (Downtown Howell is currently listed as the social media leader for downtowns in southeast Michigan with an average of 7,500 views per video.)

TITLE SPONSORSHIP OPPORTUNITIES

*Other sponsorship levels for major events are available!
Call (517) 540-6717 for details.



OKTOBERFEST

TITLE SPONSORSHIP - \$20,000

Website, logo, and on-site recognition in print materials, banners, etc.

2 feature spotlight social media posts/videos

Ability to have vehicle placement or booth at event

Prominent picture and signage on-site

Title sponsor listing in press releases

DJ announcement of sponsorship multiple times during event

30 second PSA for your organization during the event

10 Beverage Tickets



FOOD TRUCK RALLY

TITLE SPONSORSHIP - \$10,000

Website, logo, and on-site recognition in print materials, banners, etc.

Exclusive opportunity for on-site tent/display for your business promotion

Recognition as title sponsor during social media videos and posts reaching more than 15,000 followers

PLUS, year-round exposure to 10,000+ residents and thousands of visitors annually

TITLE *Other sponsorship levels for major events are available! Call (517) 540-6717 for details.

SPONSORSHIP

OPPORTUNITIES



ROCK THE BLOCK

TITLE SPONSORSHIP - \$10,000

Prominent banner placement at all Rock the Block events

On-site announcements recognizing your contribution to more than 2,000 attendees, including young professionals, families, and retirees

Website logo recognition with link to your website

Facebook video announcements linking directly to your company

Emcee opportunities to introduce bands at all Rock the Block events

BENEFITS TO TITLE SPONSORSHIP

300+ posters and 2500+ postcards per event distributed throughout Livingston County, complete with prominent placement of your logo

Intensive public relations campaign including interviews with local and regional media
On-site signage, banners, DJ recognition, and emcee opportunities

Event listing on all local and regional event calendars

Exclusive recognition in social media promotional videos and posts on Facebook, Twitter, and Instagram

Tickets/Gift Certificates for each event

Recognition in e-news articles (2000+ subscribers) and quarterly Merchant newsletters

ADDITIONAL SPONSORSHIP OPPORTUNITIES

DOWNTOWN BEAUTIFICATION SPONSOR \$10,000

Installation of 70 beautiful spring/summer flower pots

Festive fall cornstalks & planted mums

Holiday décor including lights and garland on lamp posts downtown

Design & aesthetics related incentive programs for downtown properties

Recognition in e-newsletters (2,000+ subscribers), social media posts, and press releases



ANNUAL VOLUNTEER PROGRAM SPONSOR \$5,000

On-site and print recognition at volunteer recruitment activities & events

Logo placement on all volunteer t-shirts for major events

Invitation to Volunteer Appreciation Party & opportunity to introduce your company to the attendees (75+ attendees)

Presenting sponsor recognition at annual Applause Awards, with opportunity to introduce your company at the event (150+ attendees)

Advertisement on our website and in all e-newsletters



ADDITIONAL SPONSORSHIP OPPORTUNITIES

VIBRANCY GRANTS & COMMUNITY SPACES \$1,000-\$15,000

Installation of art, furniture, plantings, and other creative ideas for community spaces of all ages

Storage and placement of non-permanent features

Community space maintenance

Grants to provide small businesses with capital to improve their exterior façade, furnishings, and/or enhance their vibrancy and impact in downtown Howell



Scan to access
Sponsorship
Commitment Form



LET'S CHAT!

Do you have an idea for a sponsorship that isn't listed here? Let's chat and create a custom plan that fits your needs, maximizes your exposure, and ensures successful projects year after year.

To schedule a conversation, contact Howell Main Street Inc. C.O.O. Kate Litwin at klitwin@downtownhowell.org or (517) 540-6717.

Let's make great things happen together!



FOOD TRUCK RALLY



Food Trucks are returning to downtown Howell in 2023 on Saturday, May 20 from 11 AM - 4 PM! You can be part of this delicious community experience by becoming a sponsor today!

Your sponsorship provides a unique marketing opportunity for your company, while getting your name out there in front of over 2500-4000 residents & visitors at one of downtown Howell's hottest events.

SPONSORSHIP LEVELS

\$250 Community Sponsor

- Mention on website
- Name on poster
- DJ mentioning sponsorship during event

\$500 Lot Sponsor

- Logo on website and posters
- Logo on event signage
- DJ mentioning sponsorship during event

\$1000 Entertainment Sponsor

- Logo on Facebook, website cover photo and event page
 - Onsite banner
- DJ mentioning sponsorship during event
 - 4 beverage tickets

\$1500 Truck Sponsor

- Logo on Facebook, website cover photo and event page
 - 2 onsite banners
- DJ mentioning sponsorship during event
 - Video spot on social media
 - 6 beverage tickets

\$2,500 Biergarten Sponsor

- Named as official and exclusive Biergarten sponsor listing in Press Releases
- Sponsorship recognition on tables, Facebook event webpage cover photo, and website
 - 2 banners displayed at the biergarten
 - DJ mentioning sponsorship during event
 - 7 social media posts
- Featured Friday video spot on social media
 - 8 beverage tickets

\$10,000 Title Sponsor

- Logo on website and all posters
 - Logo as title sponsor on all printed promo materials
- Feature spotlight social media post
 - Ability to have booth or promotional vehicle at event
 - Prominent Title Sponsor logo and signage onsite
- DJ mentioning sponsorship during event
 - 30 second advertisement for your organization during event
 - Title sponsor listing in press releases
 - 10 beverage tickets

FOOD TRUCK TUESDAYS



Food Trucks are returning to downtown Howell during the lunch hour this summer for Food Truck Tuesdays! You can be part of this delicious community experience by becoming a sponsor today!

The Howell Main Street Promotions Team is proud to bring back this popular foodie experience on the 2nd Tuesday of each month: May 9, June 13, July 11, August 8, and September 12.

Your sponsorship provides a unique marketing opportunity for your company as more than 4,000 people of all ages attend Food Truck Tuesdays each year!

SPONSORSHIP LEVELS



\$5,000 Title Sponsorship

- On-site A-frame sign with your corporate logo, contact information, etc.
- Verbal mention in Food Truck Tuesday Facebook videos every month
- Title sponsorship recognition in all Food Truck Tuesday social media events and posts (Facebook, Twitter, Instagram with more than 14,000 followers)
- Sponsorship recognition in all e-newsletter articles covering Food Truck Tuesdays
 - Mention in all press releases and media pieces
- Available space to set up your own information booth (no on-site sales) at each event

\$2,500 Picnic Partner Sponsorship

- Table signage with your corporate logo, contact information, etc.
- Sponsorship recognition in all Food Truck Tuesday social media events and posts (Facebook, Twitter, Instagram with more than 14,000 followers)
- Sponsorship recognition in all e-newsletter articles covering Food Truck Tuesdays
 - Mention in all press releases and media pieces



ROCK THE BLOCK



The Howell Main Street Inc. Promotions Committee is pleased to announce the return of Rock the Block to downtown Howell this summer!

This fun, family-friendly music festival held during June, July, and August, combines live music, food, beverages, and fun in downtown Howell.

This event is FREE to the community thanks to the generous support of donors like you!

SPONSORSHIP LEVELS

\$10,000 Title Sponsorship

- ▶ Opportunity to introduce bands and make 2-3 minute announcement about your business and participation in the event.
- ▶ Space at event set aside for a 10 x 10' tent for promotion of your business (no on-site sales)
 - ▶ Exclusive 1.30-2 minute social media video/interview and recognition on Facebook
 - ▶ On site Title Sponsor Banner at music venue
 - ▶ Logo recognition included in all other on-site signage
 - ▶ Listed as Title Sponsor in all press releases
 - ▶ Name recognition in on-air media promotions
 - ▶ Logo recognition on all printed materials
 - ▶ Title Sponsor Logo recognition on event web page
- ▶ Recognition in a minimum of 8 social media postings (reaching more than 14,000 followers)
 - ▶ Logo recognition in newsletters—sent to more than 2,000 subscribers

\$5,000 Stage Sponsorship

- ▶ Banner signage on stage at venue
- ▶ Space at event set aside for a 10 x 10' tent for promotion of your business (no on-site sales)
 - ▶ Logo recognition as Stage Sponsor on event web page
 - ▶ Logo recognition on all print materials
 - ▶ Listed as Stage Sponsor in all press releases
- ▶ Recognition in a minimum of 6 social media postings (reaching more than 14,000 followers)
 - ▶ Logo recognition in newsletters—sent to over 2,000 subscribers
 - ▶ Recognition in Rock the Block social media video



ROCK THE BLOCK



SPONSORSHIP LEVELS

\$2,500 Rockin' Block Sponsorship

- Mention in all press releases
- Logo recognition on event web page & all print materials
 - On-site sponsorship banner recognition
 - Recognition in a minimum of 5 social media postings (reaching more than 13,000 followers total)
- Logo recognition in newsletters—sent to more than 2,000 subscribers
 - Recognition in Rock the Block social media video

\$1,000 Singer/Songwriter Sponsor

- Mention in all press releases
- Logo recognition on all print materials
 - Name recognition at music venue
 - Name recognition on event web page
- Recognition in a minimum of 3 social media postings (reaching more than 14,000 followers total)
- Name recognition in newsletters—sent to more than 2,000 subscribers

\$500 Tuning Sponsor

- Listed as sponsor in all press releases.
- Name recognition on all print materials
 - Name recognition on event web page
- Recognition in a minimum of 3 social media postings (reaching more than 14,000 followers total)
- Name recognition in newsletters—sent to more than 2,000 subscribers

\$250 Patron Sponsor

- Listed as sponsor in all press releases.
- Name recognition on all print materials
 - Name recognition on event web page
- Recognition in a minimum of 2 social media postings (reaching more than 14,000 followers total)
- Name recognition in newsletters—sent to more than 2,000 subscribers

OKTOBERFEST



Howell Main Street Inc. is pleased to announce Oktoberfest is back in downtown Howell for 2023!

To be held on September 9, 2023, this day long event will feature fun for all ages including authentic German food, beer, music and entertainment on State Street in downtown Howell.

Your sponsorship provides a unique marketing opportunity for your company, while getting your name out there in front of hundreds of residents & visitors at one of downtown Howell's newest events.

SPONSORSHIP LEVELS

\$500 Community Partner Sponsor

- Name recognition on website
- Name recognition on posters
 - Emcee recognition of sponsorship during event

\$750 Community Partner Sponsor

- Logo on website and posters
 - Logo on event signage
 - Emcee recognition of sponsorship during event

\$1000 Wristband Sponsor

- Logo on website, posters, and event page
 - Logo on 21+ wristbands
 - Onsite banner with logo
 - Emcee recognition of sponsorship during event
 - 4 beverage tickets

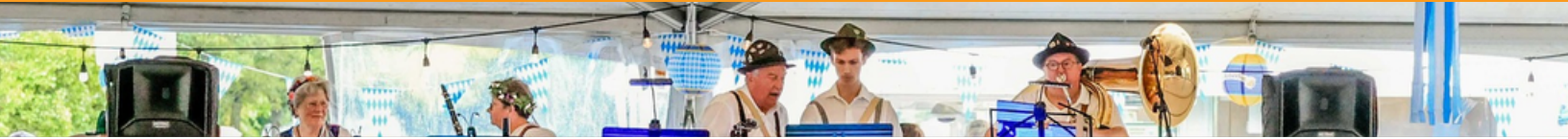
\$2,500 Biergarten Sponsor

- Named as official and exclusive biergarten sponsor
- Biergarten sponsor listing in Press Releases
 - Sponsorship recognition on tables in Biergarten
 - Logo recognition on Facebook and event page cover photo
 - Logo on website sponsor section
- Onsite 'Biergarten Sponsor' banner
 - Emcee recognition of sponsorship during event
 - Video spot on social media
 - 6 beverage tickets

\$5000 Main Stage Sponsor

- Logo on Facebook and website cover photos
 - Logo in sponsor section of event page
 - 8 onsite banners
 - Emcee recognition of sponsorship during event
 - Video spot on social media
 - 10 beverage tickets

OKTOBERFEST



SPONSORSHIP LEVELS

\$10,000 Title Sponsor

- Website, logo, and on-site recognition in print materials, banners, etc.
- 2 feature spotlight social media posts/videos
- Ability to have vehicle placement or booth at event
 - Prominent picture and signage on-site
 - Title sponsor listing in press releases
- DJ announcement of sponsorship multiple times during event
- 30 second PSA for your organization during the event
- 10 Beverage Tickets



ART IN THE GARDEN



The Howell Main Street Inc. Design Committee is bringing back Art in the Garden after a successful first year!

This event, held on June 3rd in the Howell Summit Gardens, will provide a space for guests of all ages to create art to take home and/or beautify our downtown.

Can we count on your support as a sponsor or donor to help us bring this project to life and further beautify our historic downtown?

SPONSORSHIP LEVELS



\$500 Food Truck Sponsor

- Name recognition on website
- Name recognition on posters
 - DJ recognition of sponsorship during event

\$1000 Entertainment Sponsor

- Name recognition on all print materials
- Name recognition on event web page
 - Recognition in a minimum of 2 social media postings (reaching over 14,000 followers total)
- Name recognition in newsletters—sent to over 2,000 subscribers
 - DJ recognition of sponsorship during event
- Logo on one 4' x 8' mini mural, painted by community during event

\$5000 Arts & Crafts Sponsorship

- Name recognition on all print materials and event signage
 - Name recognition on event web page
- Recognition in a minimum of 3 social media posts (reaching over 14,000 followers total)
 - Name recognition in newsletters—sent to over 2,000 subscribers
 - DJ announcement of sponsorship multiple times during event
- 30 second PSA for your organization during the event
- Logo on all 4'x8' mini murals (4-6 total), painted by the community during event

\$2500 Entertainment Sponsor

- Name recognition on all print materials
- Name recognition on event web page
- Recognition in a minimum of 2 social media postings (reaching over 14,000 followers total)
 - Name recognition in newsletters—sent to over 2,000 subscribers
 - DJ recognition of sponsorship during event
- Logo on one 4' x 8' mini mural, painted by community during event

CORNHOWELL TOURNAMENT



Howell Main Street Inc. and the Howell Chamber of Commerce are excited to bring our 3rd Annual CornHowell Tournament to downtown Howell in August.

Held in conjunction with the Howell Melon Festival, this day-long event on August 19 will feature teams competing for victory during one of Howell's favorite summer traditions.

SPONSORSHIP LEVELS

\$5,000 Title Sponsorship

- Company logo on one set of boards (includes bags, you may choose to keep the set afterward or donate to raffle)
 - On site Title Sponsor signage (banner or A-frame sign)
 - Logo recognition included in all other on-site signage
- Listed as Title Sponsor in all press releases
 - Prominent logo placement on all printed materials
- Title Sponsor Logo recognition on event web page

\$1,000 Entertainment Sponsorship

- Company logo on one set of boards (includes bags, you may choose to keep the set afterward or donate toward raffle.)
 - On site recognition by emcee/DJ throughout the event
- Logo placement included in on-site sponsorship signage
- Logo placement on event web page

\$750 Board Sponsorship

- Company logo on one set of boards (includes bags, you may choose to keep the set afterward or donate toward raffle)
 - Logo placement included in on-site sponsorship signage
- Logo placement on event web page

\$500 Bag Sponsor

- Company logo on one set of boards (includes bags) you may choose to keep the set afterward or donate toward raffle

***Already have boards from our previous tournaments?
Let us borrow them for the weekend and renew your sponsorship at a 20% discount.***



HMS GOLF OUTING



Howell Main Street Inc., is pleased to announce our 3rd Annual Golf Outing in June 2023! This is a great opportunity not only to help us share the mission of Howell Main Street, but to showcase the businesses within our downtown district as well. There are many opportunities to participate in the outing.

If you are interested in sponsoring the event, please select the sponsorship level by scanning the QR code. If you just want to play, register your team and join us on the links!

SPONSORSHIP LEVELS

Headline Sponsor - \$2,500 x 1

Sponsor logo will be included on all promotional materials, both print and digital, and at the registration table. The Headline Sponsor will be recognized at the event. Includes one team for golf (4 players).

Golf Ball Sponsor- \$1,000 x 1

A sleeve of golf balls with your logo and ours will be given to each golfer at the event. As sponsor, you'll receive a dozen golf balls to add to your collection as well.

Dinner Sponsor - \$500 x 1

Sponsor logo will be included on all promotional materials, both print and digital. Sponsor logo will be displayed in the dining room.

Goodie Bag Sponsor - \$500 x 1

Don't let golfers go hungry! This sponsorship includes your logo printed on a small goodie bag cooler filled with bottled water, snacks, and a sleeve of golf balls.

Lunch Sponsor - \$250 x1

Sponsor logo will be displayed at lunch pick-up, at the turn.

Hole Sponsor - \$100 x18

Sponsor logo and contact information will be displayed on a sign at one hole along the course.

Door Prize Contribution

Donate prize(s) for the 50/50 raffle and/or door prizes. Or, contribute \$25 or more to Howell Main Street and we will shop for the prizes. All door prize contribution donors will be recognized at the event.