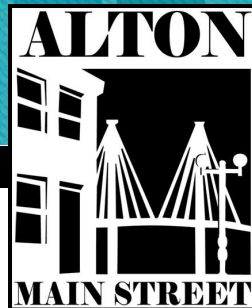


# 2022 Sponsorship Package



2021 was a wonderful yet challenging year, and Alton continues to persevere. We are looking forward to helping our local economy rebound in 2022. Last year, Alton Main Street provided six businesses with grants to enhance their storefronts, attracted visitors to the district for outdoor events like the Alton Farmers' & Artisans' Market and Mississippi Earthtones Festival, and coordinated hundreds of hours of maintenance to improve the aesthetics of Downtown. And it's all thanks to the energy and dedication of supporters like you.

**When large corporations and small businesses partner with Alton Main Street by making a financial contribution, they fund economic development projects, expand media campaigns, and ensure the continued growth and historic preservation of Downtown Alton. Will you be a part of elevating our efforts in 2022?**

## How does Alton Main Street provide a return on your investment?

We work around the clock to:

- Connect business owners, entrepreneurs, skilled community members, and investors with relevant economic development opportunities
- Beautify Alton through public art, streetscape gardening, and litter clean-ups
- Coordinate events that generate new customers and promote local shopping
- Create spaces for networking opportunities and community development,
- Facilitate training & workshops for small business owners, non-profits, and creatives
- Foster public/private collaboration on projects in the downtown district and beyond

Your partnership also brings perks such as an enhanced listing on our website, invitations to Main Street events, free or discounted admission to seminars and other special occasions, and announcements about your business in our print, radio & online media outlets - reaching thousands!

Our sincere thanks for your consideration,

Sara McGibany, Executive Director and the 2022 Board of Directors:

Stephanie Schrage, Chris Miller, Sheila Curry, Emily Keener, Sydnie Rushing,

Michael Snider, Mary Jo Sinclair, Keljon Byrd, Rachel Lappin, Jenna Muscarella,

Roger Lewis, Damian Jones, Jackie Duty, Barry Macias, Yvonne Campbell, Hugh Halter

[www.DowntownAlton.com](http://www.DowntownAlton.com)

Share Ideas | **Create Opportunities** | **Develop New Customers** | **Be Creative**

# 2021 Corporate Sponsors



We thank you for your generous support!

PLATINUM:



SIMMONS HANLY CONROY  
A NATIONAL LAW FIRM

GOLD:



SILVER:



BRONZE:

CARROLLTON BANK

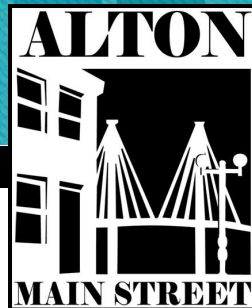


Let's see #OurAlton shine in 2022!

Please call 618-463-1016 or email [sara@altonmainstreet.org](mailto:sara@altonmainstreet.org) for more information about Alton Main Street or the Partnership Drive.



# 2022 Sponsorship Package



**YES! I am proud to support Alton Main Street in stimulating our local economy and improving quality of life:**

Business Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_ Website: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Please complete this form and mail it along with your check to:**

Alton Main Street 111 East 4th Street - Suite 315 Alton, IL 62002

or make your donation online at: [DowntownAlton.com/Partner](http://DowntownAlton.com/Partner)

## **Any level of Sponsorship comes with the following benefits:**

- Your website link on the Partners page of [DowntownAlton.com](http://DowntownAlton.com)
- Invitations to Main Street workshops, seminars and events
- Recognition at our Appreciation Party and in our Annual Report
- Announcements in our print, radio & online media outlets - reaching thousands!
- A window decal to advertise your support

### **☐ GOLD Sponsor — \$5,000**

- ALL INCLUSIVE PREMIER SPONSORSHIP FOR ALL EVENTS
- *A gift of this size allows us to present over 250 hours of free & family-friendly entertainment in the coming year*

### **☐ SILVER Sponsor — \$2,500**

- PREMIER SPONSORSHIP FOR 3 EVENTS OF YOUR CHOICE
- *A gift of this size allows us to coordinate hundreds of hours of volunteer landscape maintenance, saving the City thousands in wages annually*

### **☐ BRONZE Sponsor — \$1,000**

- PREMIER SPONSORSHIP FOR 1 EVENT OF YOUR CHOICE
- *A gift of this size allows us to provide intensive assistance to dozens of prospective entrepreneurs and new businesses at no charge*

# Project Highlights

## Please indicate your choice of event(s) for Sponsorship benefits

### **FULL DETAILS ON MARKETING COLLATERAL FOR EACH AVAILABLE ON REQUEST**

\*Please note that due to the ever changing conditions with the pandemic adjustments may be necessary. If your chosen event is cancelled you will be contacted about shifting your support to a different project.

- ☐ **Farmers' & Artisans' Market** **MAY-OCT—Approx. Attendance 2,000/week**
  - 24 events total with sponsor signage at a high traffic location
  - Features farmers and artists selling locally grown produce, homemade art, baked goods
  - Plus: live music, crafts, demos & so much more...a true community gathering place
- ☐ **Night Market** **JUNE-JULY—Approx. Attendance 300/week**
  - Now in its 7th season, this is an awesome opportunity for artists and musicians to showcase their work and build their creative businesses every Thursday night
  - The event takes place in Jacoby Arts Center as well as a neighboring green space which has been designed and maintained by volunteers, transforming a formerly vacant lot. Your support will help anchor the burgeoning arts district on East Broadway
- ☐ **Pup Crawl (That's a Pub crawl + Dogs!)** **SAT, MAY 14th—Approx. Attendance 1,000**
  - This event reflects our strategy to create memorable outdoor experiences and foster community in locally-owned establishments Downtown
  - Participants will travel to multiple venues across the district with their pets to enjoy all of the café experiences Alton has to offer while also raising funds for improvements to the Alton Dog Park
- ☐ **All-Wheels Drive-In Car Show** **SUN, JUNE 12th—Approx. Attendance 2,000**
  - Our 24th annual show will be held on 3rd Street, featuring classic cars and hot rods
  - With music and other family activities, this event will take you back to the good ol' days
- ☐ **Mississippi Earthtones Festival** **SAT, SEPT 17th—Approx. Attendance 5,000**
  - 16th Annual event as part of the State of Illinois' "It's Our River Day" initiative
  - Earth-friendly exhibitors & vendors promote "education, recreation & conservation" of the Mississippi River—plus live music, food, art & activities that are river & eco-themed
  - Volunteers have removed 46 TONS of trash from the river at MEF clean-ups to date
- ☐ **Downtown Chili Cook-Off** **SAT, OCT 15th —Approximate Attendance 800**
  - A great civic event featuring 25+ chili cook-off teams & live music.
  - Your sponsorship comes with 8 complimentary tickets to this delicious event
- ☐ **Economic Vitality Initiatives** **Various-sized events throughout the year**
  - Assist our business recruitment and retention efforts to advance our local economy
  - Educational sessions and networking opportunities such as "What's Up Downtown"
  - Show your support for Downtown merchants by funding façade grants and advertising for "Shop Local" promotions, the Green Gift Bazaar, Small Business Saturday, etc.
- ☐ **Community Tree Lighting NOV 18 —Attend. 500**
  - Free activities at Lincoln-Douglas Square for the community: photos with Santa, trolley rides, caroling, cookies & cocoa until the Mayor flips the lights on the tree