

# 2024 Sponsorship Drive



Alton Main Street is launching our 2024 Sponsorship Drive, and we invite you to get involved or renew your support today! When large corporations and small businesses invest in Alton Main Street, they fund economic development support, expand media campaigns, and improve aesthetics to ensure the continued growth and historic preservation of Downtown Alton. Will you be a part of elevating our efforts this year?

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

Our Executive Director and team of volunteers work around the clock to

- CONNECT business owners, entrepreneurs, skilled community members, and investors with resources and relevant economic development opportunities
- BEAUTIFY Alton through garden maintenance, public art, façade grants, and litter removal
- COORDINATE a popular event series that generates new customers and promotes local shopping & dining, including the Alton Farmers' & Artisans' Market, Night Market, Mississippi Earthtones Festival, All-Wheels Drive-In Car Show, Pup Crawl (That's a Pub Crawl + Dogs!), First Fridays Late Night Art & Shopping Experiences, Community Tree Lighting, What's Up Downtown Information Exchanges and more
- 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
- SURVEY our community for input on their vision for Downtown Alton

## **Your sponsorship also includes several perks such as:**

- Announcements in our print, radio, online, and social media outlets - reaching thousands!
- An enhanced directory listing on our website
- Recognition at our annual Appreciation Party and in our Annual Report
- A decal to advertise your support



**Scan this QR code to visit our website and social media channels to learn about our array of impactful projects.**



We thank you for your consideration and continued support,  
Sara McGibany - Executive Director, and the Alton Main Street Board of Directors:  
Chris Miller, Rachel Lappin, Barry Macias, Bailey Shaw, Sheila Curry, Christine Favilla,  
Jenny Unfried, Penny Schmidt, Marlene Lewis, Chad Brigham, Mike Weller, Teri McGinnis,  
Mary Jo Sinclair, and Hope Mader

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

# 2023 Corporate Sponsors



We thank you for your generous support!

PLATINUM:



SIMMONS HANLY CONROY  
A NATIONAL LAW FIRM

GOLD:



SILVER:



BRONZE:

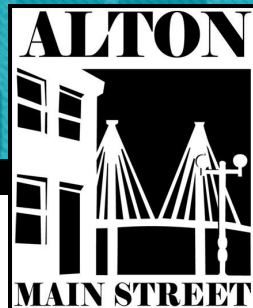


Let's see #OurAlton shine in 2024!

The mission of Alton Main Street is to engage our community in the continued renewal of our historic downtown district and Mississippi River heritage by cultivating an attractive center of economic and social activity.

For more information:  
DowntownAlton.com  
sara@altonmainstreet.org  
618-463-1016

# 2024 Sponsorship Drive



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

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Website \_\_\_\_\_ Social Media \_\_\_\_\_

**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 Sponsors 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**

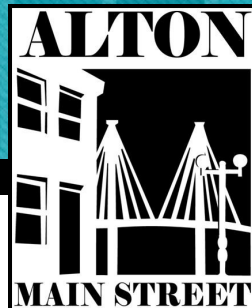
- PREMIER SPONSORSHIP FOR 3 EVENTS OF YOUR CHOICE
- *A gift of this size allows us to coordinate hundreds of hours of volunteer landscape maintenance, saving the City thousands in wages annually*

### ☐ **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***

- ☐ **Alton Farmers' & Artisans' Market** **MAY-OCT—Approx. Attendance 2,000/week**
  - 24 events total with sponsor signage at a high traffic location, welcoming 80-100 vendors each week.
  - The market features farmers and artists selling locally grown produce, homemade art & baked goods.
  - Plus: live music, crafts, artist demos & so much more...a true community gathering place!
- ☐ **Night Market on Broadway** **JUNE-JULY—Approx. Attendance 500/week**
  - Now in its 9th season, this is an awesome opportunity for artists and musicians to showcase their work and build their creative professions every Thursday night during the summer.
  - The event will take place in Jacoby Arts Center and throughout the neighboring green space that connects to the new FLOCK Food Truck Park!
  - Your support will help anchor the burgeoning arts district on East Broadway.
- ☐ **Pup Crawl (That's a Pub crawl + Dogs!)** **SAT, MAY 18th—Approx. Attendance 1,000**
  - This event reflects our strategy to create memorable outdoor experiences and foster community in locally-owned establishments Downtown.
  - Participants travel to multiple venues across the district to enjoy all of the pet-friendly patios and pubs Alton has to offer, while also raising funds for improvements to the Alton Dog Park!
- ☐ **All-Wheels Drive-In Car Show** **SUN, JUNE 9th—Approx. Attendance 3,000**
  - Our 27th annual show will be held on 3rd Street, featuring classic cars, hot rods and motorcycles.
  - Adding in live 50's music and a pin-up contest, this event will take you back to the good ol' days!
- ☐ **Mississippi Earthtones Festival** **SAT, SEPT 21st—Approx. Attendance 5,000**
  - 18th Annual event to be held at Liberty Bank Alton Amphitheater 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 over 50 tons of trash from the river at MEF clean-ups to date!
- ☐ **Downtown Chili Cook-Off** **SUN, OCT 20th —Approx. Attendance 800**
  - A great civic event featuring 20+ chili cook-off teams & live music.
  - Your sponsorship comes with 8 complimentary tickets to this delicious event!
- ☐ **Design Initiatives** **Various-sized projects throughout the year**
  - Public spaces are important for bringing communities together; our team creates spaces where people want to be. Your support will fund public art, garden maintenance, and litter removal.
- ☐ **Economic Vitality Initiatives** **Various-sized projects throughout the year**
  - Assist our business recruitment and retention efforts that advance our local economy!
  - We offer educational sessions and networking opportunities such as "What's Up Downtown".
  - Show your support for Downtown establishments by funding façade grants and advertising for "Shop Local" promotions, the Green Gift Bazaar, Small Business Saturday, First Fridays, etc.
- ☐ **Community Tree Lighting** **FRI, NOV 22nd —Approx. Attendance 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!