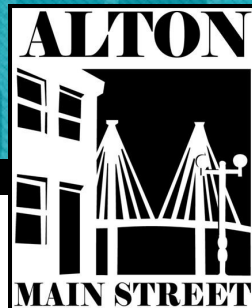


# 2025 Sponsorship Drive



Alton Main Street is launching our 2025 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



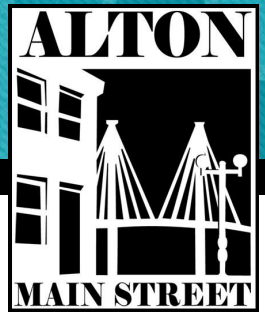
Scan this QR code to visit our website and social media channels to learn about our array of impactful projects.



We thank you for your consideration and continued support, Sara McGibany - Executive Director, and the Alton Main Street Board of Directors: Chris Miller, Penny Schmidt, Markus Boyd, Bailey Shaw, Sheila Curry, Lauren Pattan, Sasha Bassett, Christine Favilla, Jacob Goble, Lisa DeMarco, Cody Hinkle, Yvette Paris, Hope Mader, John Gajewski, Julia Frazier, Joshua Dawdy, Teri McGinnis, Maggie O'Brien, Megan VanDeusen, and Kristen Mertz

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

# 2024 Corporate Sponsors



PLATINUM:



GOLD:



SIMMONS HANLY CONROY  
A NATIONAL LAW FIRM



SILVER:



BRONZE:



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](http://DowntownAlton.com)  
[sara@altonmainstreet.org](mailto:sara@altonmainstreet.org)  
618-463-1016

Let's see #OurAlton shine in 2025!

# 2025 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 200 W. 3rd Street - Suite 512 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*

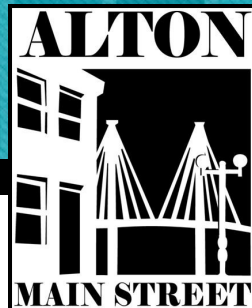
### **SILVER Sponsor — \$2,500**

- 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 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 10th season, this is an awesome opportunity for artists and musicians to showcase their work and build their creative professions.
  - The event will take place every Thursday night during the summer, turning an otherwise slow weeknight into one of the busiest nights of the week for businesses in the district.
  - Your support will help anchor the arts & entertainment culture of Downtown Alton!
- Pup Crawl (That's a Pub crawl + Dogs!)** **MAY—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** **JUNE—Approx. Attendance 3,000**
  - Our 28th annual show will be held on 3rd Street, featuring classic cars, hot rods and motorcycles.
  - Adding in classic rock music and a pin-up contest, this event will take you back to the good ol' days!
- Mississippi Earthtones Festival** **SEPTEMBER—Approx. Attendance 5,000**
  - 19th Annual event to be held at Alton's Riverfront 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** **OCTOBER—Approx. Attendance 800**
  - A great civic event featuring professional chefs and amateur 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** **NOVEMBER —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!