

2026 Sponsorship Drive



Alton Main Street is launching our 2026 Partnership Drive, and we invite you to get involved or renew your support today! When businesses become partners of Alton Main Street by investing \$100 per year, 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?

We CONNECT- business owners, entrepreneurs, skilled community members, and investors with resources and relevant economic development opportunities

We BEAUTIFY- through gardens, public art, facade grants, and litter removal

We COORDINATE- popular events that generate new customers and promote local shopping & dining, including the Alton Farmers' & Artisans' Market, Night Market, Mississippi Earthtones Festival, All-Wheels Drive-In Car Show, Pup Crawl, First Fridays, Community Tree Lighting, What's Up Downtown Information Exchanges and more

We CREATE- spaces for networking opportunities and community development

We FACILITATE- trainings & workshops for small business owners, non-profits, and creatives

We FOSTER- public/private collaboration on projects in the downtown district and beyond

We SURVEY- our community for input on their vision for Downtown Alton

Your partnership also includes perks like: • 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

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

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

Business/Organization 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

Any level of Sponsorship comes with the following benefits:

Your website link on the Sponsors page of 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

• 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

• 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

• 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



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2026 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

- An awesome summer opportunity for artists and musicians to showcase their work and build their creative professions every Thursday night in June and July, 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 ole' days!



Mississippi Earthtones Festival

September – Approx. Attendance 5,000

- We are going BIG to celebrate the 20th anniversary of this incredible event, 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

Oct – Approx. Attendance 800

- A lively 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!
- Support educational sessions and networking opportunities such as "What's Up Downtown".
- Show your support for Downtown establishments by funding facade grants and advertising for "Shop Local" promotions such as 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!

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