



Alton Main Street is kicking off our 2026 Sponsorship Drive, and we invite you to invest in the place we're building together. When you support our work, you help turn good ideas into real experiences and everyday places into shared points of pride.

Your contribution fuels the small but meaningful details that shape how downtown looks, feels, and functions — and ensures it remains a place that feels alive, welcoming, and worth returning to. We hope you'll join us in continuing our progress and elevating Downtown Alton in the year ahead.

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

We PROMOTE! Make the most of your marketing budget by announcing your news in our print, radio, online, and social media outlets — reaching thousands. Enjoy an enhanced directory listing on our website, recognition in our Annual Report and at our Appreciation Party, and a decal to advertise your support.

We CONNECT! Communication between City leaders, business owners, skilled community members, and investors is crucial. AMS shares resources and provides introductions which spark economic development opportunities. Mentoring relationships that build businesses and share best practices to renovate old buildings are an important part of breathing new life into a historic district.

We BEAUTIFY! Our volunteers contribute hundreds of hours every year to create public art, facade improvements & beautiful gardens and remove litter. Helping our district look its best is a great opportunity for community involvement.

We COORDINATE! Our popular events 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, Small Business Saturday, What's Up Downtown Information Exchanges and more.

We FACILITATE! Educational and networking opportunities for small business owners, non-profits, and creatives, and public/private collaboration on projects in the downtown district and beyond.

We SURVEY! And listen to our community's input on their vision for Downtown.

We Thank Our 2025 Sponsors!

Platinum Sponsor



Gold Sponsors



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Bronze Sponsors



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:
www.DowntownAlton.com
sara@altonmainstreet.org / 618-463-1016



2026 Sponsorship Drive

If you share our commitment to a vibrant downtown and a thriving local economy, we invite you to show your support by mailing this form along with your check to:
Alton Main Street 200 W. 3rd Street – Suite 512 Alton, IL 62002
Or we welcome your donation online at: DowntownAlton.com/Partner

Business/Organization Name _____

Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Website _____ Social Media _____



Gold Sponsor – \$5,000

- ALL INCLUSIVE PREMIER SPONSORSHIP FOR ALL PROJECTS
- 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

Any level of Sponsorship comes with the following benefits:

- Your website link on the Our Sponsors page of DowntownAlton.com
- Invitations to Main Street workshops, seminars and events
- Recognition at our Appreciation Party and in our Annual Report
- Share announcements in our print, radio & social media outlets
- A window decal to advertise your support

2026 Project Highlights

Please indicate your choice of event(s) for Sponsorship benefits.
Full details on marketing collateral for each project are available upon request.



Alton Farmers' & Artisans' Market

May–Oct—Approx. Attendance 2,000/week

- 24 events total with sponsor signage at a high traffic location, welcoming thousands of shoppers every week.
- The market features farmers selling locally grown produce, and artists selling handmade wares.
- Plus: live music, kids activities, artist demonstrations & 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 craft and build their creative professions.
- The events take place every Thursday night, 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 29th annual show will be held on 3rd, State and Belle Streets, 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

- 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, in partnership with the Sierra Club and Jacoby Arts Center.
- Earth-friendly exhibitors promote "education, recreation & conservation" of the Mississippi River—Alton's greatest natural asset. Plus live music, local food, immersive art, and family-friendly activities that are river & ecology-themed.
- An MEF litter clean-up is part of the project and our volunteers have removed over 50 tons of trash from the river to date!



Downtown Alton Chili Cook-Off

October – Approx. Attendance 800

- A lively civic event featuring professional chefs & amateur chili cook-off teams, and live music at Flock Food Truck Park.
- 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 places where people want to be.
- Your support will fund public art projects, landscaping maintenance, native gardens, 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 our What's Up Downtown quarterly info exchange.
- Help mom & pop businesses compete with big box stores and online retailers by funding facade grants and advertising for "Shop Local" promotions such as Small Business Saturday, First Fridays Late Night Shopping series, etc.



Community Tree Lighting

November – Approx. Attendance 500

- Free family-friendly activities at Lincoln-Douglas Square for the community: photos with Santa, trolley rides, caroling, cookies & cocoa until the Mayor flips the lights on Downtown's beautiful tree provided by Alton-Godfrey Rotary Club!