

Dear Valued Community Member,

Together, we can make a difference for our companies, our employees, & our community.

Beloit's Downtown District is the most visible indicator of community pride, along with its economic & social health. It is either an asset or a liability in our effort to recruit new residents, new businesses & industries, retirees, tourists, & others to the Greater Beloit community & to keep those we already have. Quality of life is what separates successful cities & towns from declining communities. Finally, Beloit's Downtown District is the visual representation for Beloit's community heritage. The architecture of this commercial district is a physical expression of Beloit's history. Downtown Beloit Association's approach to district revitalization encourages forward-thinking economic development in an historic preservation context so this community asset & legacy can be passed on to future generations.

Throughout Beloit, property owners, business people, corporations, & volunteers are working together to build a strong & vibrant community that attracts new businesses, new employees, & new residents. The Downtown Beloit Association helps in this endeavor by developing & energizing Beloit's Central Business District, known to most as Downtown Beloit, through Main Street revitalization principles as defined by the National Trust for Historic Preservation. A lot of wonderful work has been done over the past 30 plus years & we would like to ensure that it continues successfully for years to come.

Many businesses have seen tremendous value from involvement & investment in the Downtown, & we hope that you, as a major employer & prominent corporation in the Beloit community, will join them as a sponsor. You'll receive the value in knowing you are helping make Beloit a better place to work, live, shop, & play.

### Sponsorship Levels

Event	Beloit Farmers' Market Silver
Logo in advertising & poster	Name listed in press release
Annual Dinner – table for 8	Business name written on poster
Fridays in the Park – logo on banner & listed on pocket calendar & 5 tickets or a table at 1 date	Beloit Farmer's Market Gold
	Silver level features plus: Table at a May date
Street Dance & Oktoberfest - 5 tickets	Logo in ads, poster & banner
Participating	Beloit Farmers' Market Platinum
Business name on poster	Gold level features plus:
Fridays in the Park – name listed on pocket calendar	Logo on top row of ads, poster & banner
Annual Dinner – 2 tickets	Mel Donny Flower Fund
Basket	Help support the beautification in downtown Beloit in honor of the late Mel Donny
Listed as a basket sponsor at event	

### Corporate Sponsorship

Corporate Sponsorship is available for \$6,000 (a \$7,150 value) which will include sponsorship of all events except the Annual Dinner. Both of our Wine Walk's will be at the event level & Beloit Farmers' Market at the Gold Level.

We would be happy to meet with you to discuss how the DBA can maximize the value you receive from your sponsorship. Please contact us & we'll set up a date & time to talk.

Thank you for your consideration of this request. Please see the enclosed sponsorship form. Please feel free to contact us at [shauna@downtownbeloit.com](mailto:shauna@downtownbeloit.com) or 608-313-1370.

Regards,

*Shauna El-Amin*  
 Shauna El-Amin  
 Executive Director





# Count me in!

# SPONSORSHIP 2020

Your contribution will go to support the continued success of our community events.

## Mel Donny Flower Fund

- \$500 – Large Urn
- \$300 – Small Urn
- \$150 – Basket
- Other \_\_\_\_\_

## Annual Meeting

Thursday, February 20

- \$300 – Event Sponsor
- \$75 – Part. Sponsor
- Basket Donation

## Easter Eggstravaganza

Saturday, April 11

- \$300 – Event Sponsor
- \$75 – Part. Sponsor

## Spring Wine Walk

Saturday, April 18

- \$1,000 – Wine Glass Sponsor (1 avail.)
- \$500 – Event Sponsor
- \$75 – Part. Sponsor

## Beloit Farmers' Market

Saturdays, May - October

- \$2,500 – Platinum
- \$1,000 – Gold
- \$500 – Silver
- \$75 – Part. Sponsor

## Fridays in the Park

Fridays, May 22 - Sept. 18

- \$800 – Event Sponsor
- \$75 – Part. Sponsor

## Street Dance

Friday, August 7

- \$800 – Event Sponsor
- \$75 – Part. Sponsor

## Oktoberfest

Friday, September 18

- \$800 – Event Sponsor
- \$75 – Part. Sponsor

## Fall Wine Walk

Saturday, October 10

- \$1,000 – Wine Glass Sponsor (1 avail.)
- \$500 – Event Sponsor
- \$75 – Part. Sponsor

## Halloween Parade & Party

Saturday, October 31

- \$300 – Event Sponsor
- \$75 – Part. Sponsor

## Grand Lighted Holiday Parade

Friday, November 27

- \$550 – Event Sponsor
- \$75 – Part. Sponsor

## Holidazzle

Friday, December 4

- \$800 – Event Sponsor
- \$75 – Part. Sponsor
- Basket Donation

Name/Company: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please call to me to discuss volunteer opportunities!

Please mail this sheet with payment to:

Downtown Beloit Association – 400 E. Grand Ave., Suite 300 – Beloit, WI 53511  
608.365.0150 – [www.downtownbeloit.com](http://www.downtownbeloit.com)