

Dear Valued Community Member,

2020 has been a year we will never forget. It has been filled with many ups and downs, but we have seen first-hand how so many wonderful community members stepped up and shopped locally, supported our businesses, and showed that they genuinely care for our downtown and retail community.

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

Beloit's Downtown District is its most visible indicator of community pride and economic and social health. Quality of life is what separates thriving cities and towns from declining communities, and our downtown can serve as either an asset or a liability in our effort to recruit new residents, new businesses and industries, retirees, tourists, and others to the Greater Beloit community, as well as retaining those we already have.

Beloit's Downtown District also serves as a visual representation of Beloit's heritage. The architecture of this commercial district is a physical expression of Beloit's history, and the Downtown Beloit Association's approach to district revitalization encourages forward-thinking economic development in an historic preservation context, so that this community asset and legacy can be passed on to future generations.

Throughout Beloit, property owners, business people, corporations, and volunteers are working together to continue to build a strong, vibrant community that attracts new businesses, new residents, and new members of the workforce. The DBA aids in this endeavor by developing and energizing Beloit's Central Business District, known to most as Downtown Beloit. We do this through Main Street revitalization principles, as defined by the National Trust for Historic Preservation. A lot of wonderful work has been done since 1987, and we would like to ensure that it continues successfully for decades to come.

So many businesses have seen tremendous value from their involvement and investment in the Downtown District, and we hope that you, as a major employer and prominent corporation in the Beloit community, will join them as a sponsor. In doing so, you'll be playing a key role in making Beloit a better place to work, live, shop, and play.

**2020 Successes:**

Not only did we see an increase in involvement from volunteers and community members, we also were able to: move into a new building which has the capacity to host events and meetings; launch a new exhibit in partnership with the Beloit Historical Society, "An Historical Timeline of Downtown Beloit," which features photos of downtown Beloit from as far back as 1854; launch a new event—Beloit WINTER Farmers' Market—held each week November through April, in our new office location. All of this was thanks to our amazing staff, volunteers, board, and committee members. When they say it takes a village to raise a family, I feel that 2020 was a testament to that!

We have welcomed 12 new businesses to our downtown this year, which is nothing short of miraculous in this economy. Those dozen business owners entrusted their future to our community, and in turn we want to thank them. If you haven't already, please make sure to visit downtown Beloit, and discover something new and exciting!

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, and we'll set up a date and time to talk.



**Sponsorship Levels**

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

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

## 2021

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 11

- \$300 – Event Sponsor
- \$100 – Part. Sponsor
- Basket Donation

### Easter Eggstravaganza

Saturday, April 11

- \$300 – Event Sponsor
- \$100 – Part. Sponsor

### Spring Wine Walk

Saturday, April 17

- \$1,000 – Wine Glass Sponsor (1 avail.)
- \$500 – Event Sponsor
- \$100 – Part. Sponsor

### Years of Commitment

- 1-Year Commitment
- 3-Year Commitment

### Beloit Farmers' Market

Saturdays, May - October

- \$2,500 – Platinum
- \$1,000 – Gold
- \$500 – Silver
- \$100 – Part. Sponsor

### Fridays in the Park

Fridays, May 28 - Sept. 17

- \$800 – Event Sponsor
- \$100 – Part. Sponsor

### Street Dance

Friday, August 6

- \$800 – Event Sponsor
- \$100 – Part. Sponsor

### Oktoberfest

Friday, September 17

- \$800 – Event Sponsor
- \$100 – Part. Sponsor

### General Fund Giving

- Other \_\_\_\_\_

### Fall Wine Walk

Saturday, October 9

- \$1,000 – Wine Glass Sponsor (1 avail.)
- \$500 – Event Sponsor
- \$100 – Part. Sponsor

### Halloween Parade

Saturday, October 30

- \$300 – Event Sponsor
- \$100 – Part. Sponsor

### Winter Farmers' Market

Saturdays, November - April

- \$800 – Event Sponsor
- \$100 – Part. Sponsor

### Grand Lighted Parade

Friday, November 26

- \$550 – Event Sponsor
- \$100 – Part. Sponsor

### Holidazzle

Friday, December 3

- \$800 – Event Sponsor
- \$100 – 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 – 557 E. Grand Ave.– Beloit, WI 53511  
608.365.0150 – [www.downtownbeloit.com](http://www.downtownbeloit.com)