

Dear Valued Community Member,

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.

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.

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

**New this year: consider our General Fund**

After extensive research, our board and leadership have determined several areas of service we would like to build on as part of our comprehensive three-year development plan. These initiatives include enhancing our event space; furthering business and employee engagement; expanding family-friendly and youth programming; speaker engagement; and downtown beautification and operating/program reserve.

We would be happy to meet with you to discuss how the DBA can maximize the value you receive from your sponsorship or General Fund gift. 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>
	Silver level features plus: Table at a May date
Street Dance and Oktoberfest - 5 tickets	Logo in ads, poster, and banner
<b>Participating</b>	<b>Beloit Farmers' Market Platinum</b>
Business name on poster	Gold level features plus:
Fridays in the Park – name listed on pocket calendar	Logo on top row of ads, poster, and banner
Annual Dinner – 2 tickets	<b>Mel Donny Flower Fund</b>
<b>Gift Basket</b>	Help support the beautification in downtown Beloit in honor of the late Mel Donny
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  
 Executive Director





# Count me in!

# SPONSORSHIP

## 2022

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

### Mel Donny Flower Fund

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

### Annual Meeting

Thursday, February 10

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

### Easter Eggstravaganza

Saturday, April 16

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

### Spring Wine Walk

Saturday, April 30

- \$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 27 - Sept. 16

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

### Street Dance

Friday, August 5

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

### Oktoberfest

Friday, September 16

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

### General Fund Giving

- Amount \_\_\_\_\_

### Fall Wine Walk

Saturday, October 8

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

### Halloween Parade

Saturday, October 29

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

### Winter Farmers' Market

Saturdays, November - April

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

### Grand Lighted Parade

Friday, November 25

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

### Holidazzle

Friday, December 2

- \$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