



## SPONSOR DOWNTOWN IN 2022



# WELCOME TO DOWNTOWN HARRISONBURG



## DOWNTOWN BY THE NUMBERS:

**\$105.6 MILLION**

IN PRIVATE INVESTMENT

**\$20.8 MILLION**

IN PUBLIC INVESTMENT

**109,906**

VOLUNTEER HOURS  
(**\$3 MILLION EST. VALUE**)

## AWARDS:

**Two 2021 Dept of Housing and Community Development Awards**

- "MVP Award" for HDR's COVID Response
- "Adaptive Reuse Project Award" for Big L Tire to Magpie Diner/Perch Workspace Project

## WEB & SOCIAL STATS:

-  97.5K Website Visitors in 2021
-  4K Downtown Insider Subscribers
-  10.3K Facebook Likes
-  5.9K Instagram Followers

HDR is now celebrating our 20th year in Harrisonburg. Since we've been at it, more than \$126.4 million has been reinvested here, and we're not slowing down.

This means we're making an impact on Harrisonburg's economic prosperity and helping entrepreneurs do what they love – but we're also contributing to creating a great place to live and visit.

We build partnerships, provide small business grants and assistance, beautify public spaces, produce events and programming, and aggressively market downtown so locals and people throughout the region shop, dine, and spend time here.

Our work directly connects us to thousands of people every year, and we'd like to create opportunities for you to connect with them as well. We offer a variety of events and programs that you can support and we invite you to join us in building a vibrant community together.

A healthy, sustainable revitalization nonprofit is critical to having a healthy, sustainable downtown. This is the heart of our community and where people come together. This is where employers take prospective employees. This is where students take their families. With our partners, we've created a destination and together we are making it better every year.

We appreciate your support of strengthening downtown and look forward to working with you.

Andrea L. Dono, Executive Director

# PARTNER WITH US!



## Mission

HDR builds downtown Harrisonburg as a destination where businesses thrive and people enjoy memorable experience.

## Our Core Values

**Warm & Welcoming** – Our relationships with each other and our community are the foundations for our work and for downtown’s welcoming nature.

**Historic Preservation** – Our history and historic buildings set us apart from other places.

**Local First** – We support local businesses first in both our purchasing and programs and cherish the abundance of independently owned establishments and farm-to-table offerings.

**Walkable** – Our walkable downtown promotes community connections and customer sharing.

**Creating Place** – Our community’s look and feel and our events and activities uniquely represent the spirit of downtown.

**Bikeable** – Our proximity to outdoor recreation has built a strong biking community and a desire for bikefriendly routes.

## BENEFITS OF PARTNERING WITH HDR

The downtown Harrisonburg brand is energetic, friendly, innovative and successful - be a part of our culture.

A variety of events occur throughout the entire year, allowing you to choose the time and demographic audience that works best for your marketing strategy.

Your brand will receive big exposure beyond the event through our partnerships with radio, television and on HDR’s website and social media pages.

HDR events have been community favorites for years. On-site exposure and interaction with attendees is a great way to build your brand.



# ANNUAL CALENDAR

## TABLE OF CONTENTS:

- 4-5** Taste of Downtown  
Month of March
- 6** Shop Hop  
Saturday, April 16
- 7-8** Rocktown Beer & Music Festival  
Saturday, April 16
- 9-10** Downtown Dinner Party  
Saturday, May 21
- 11-12** Best.Weekend.Ever  
Saturday, June 11
- 13** Independence Day Fireworks  
Monday, July 4
- 14** Friendly City Fortune Drawing  
Saturday, July 30
- 15-16** Block Party in the 'Burg  
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- 21** Cookie Tour  
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Downtown Dollars
- 28** Contact Information

# TASTE OF DOWNTOWN

FOOD TOUR | DINING GUIDE | FOODIE EXPERIENCES



## EVENT DETAILS:

Support Virginia's first and only Culinary District! Help us promote how delicious our downtown is through Taste of Downtown in March. Three exciting new features will be added to downtown's take on "Restaurant Month" - a ticketed food tour event, in-restaurant foodie experience activities, a dining guide insert in the DNR - which will complement our annual gift card giveaways and social media digital campaign.

## LOCATION:

Downtown Harrisonburg

## DATE:

Food Tour: Friday, March 4, 2022 | 5 - 8 PM  
Culinary Events: March 11 - March 20, 2022

## AUDIENCE:

3000+ families representing the larger Shenandoah Valley community

## 2021 EVENT STATS:

- 4K Website Pageviews
- 30+ Social Media Posts
- Average 1.2K Reach per Social Media Post

## SPONSORSHIP LEVELS:

### One \$2000 Food Tour Premier Presenting Sponsor

- Prominent logo placement as event's presenting sponsor on event web page, Facebook event page, Eventbrite ticket sales page, tour map, and on printed collateral material
- Prominent logo on food tour bag participants receive at check-in
- Option to set up business display at check-in and volunteer to interact with guests
- Social media posts on HDR's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Logo or business name recognition on blogs and featured content to be posted during the entire month of March

### Two \$1000 Food Tour Supporting Sponsors

- Secondary logo placement as event's supporting sponsor on event web page, Facebook event page, Eventbrite ticket sales page, tour map, and on printed collateral material
- Social media posts on HDR's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship

**Sponsorship Levels are continued  
on the next page.**



## MORE TASTE OF DOWNTOWN SPONSORSHIP LEVELS:

### One \$850 Sip & Stroll Food Tour Sponsor

- Logo on wristbands
- Logo on drink specials sign and Sip & Stroll social media posts
- Logo on Sip & Stroll map
- Logo on Eventbrite fee payment page
- Option to set up business display at Sip & Stroll ID check booth and volunteer to interact with guests

### Two \$1500 Dining Guide Presenting Sponsors

- Prominent logo placement as event's presenting sponsor on event web page, Facebook event page, and on collateral material
- Social media posts on HDR's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Prominent logo on DNR downtown dining guide insert & on digital guide
- Logo or business name recognition on blogs and featured content to be posted during the entire month of March
- Prominent logo on workshop and food experience activity event pages
- Prominent logo on workshop and food experience activity event pages

### Three \$1000 Dining Guide Supporting Sponsors

- Second-tier logo placement as event's presenting sponsor on event web page, Facebook event page, and on collateral material
- Social media posts on HDR's channels recognizing supporting sponsorship
- Newsletter mention recognizing supporting sponsorship
- Second-tier listing of logo on DNR downtown dining guide insert & on digital guide



The Dining Guide is a NEW element to Taste of Downtown and will be sent to 10,000+ households via the DNR with additional copies printed for the Tourism office and major employers in the area.

### Five \$500 Taste of Downtown Culinary Event Sponsor

- Logo on event's Eventbrite page
- Logo on event's Facebook event page
- Logo on sandwich board sign outside of the event venue
- Logo on event webpage with workshop schedule
- Logo on gift card giveaway webpage, newsletter blurbs, and social media posts



# SHOP HOP TICKETED EVENT

DOWNTOWN HARRISONBURG

# SHOP HOP

EGG HUNT

## EVENT DETAILS:

Celebrate spring and support small businesses as families stroll through downtown collecting Easter eggs filled with sweet treats, little toys, and coupons from participating businesses. This is a free, ticketed event.

### LOCATION:

Downtown Harrisonburg

### DATE:

Saturday, April 16, 2022

### AUDIENCE:

200 families representing the larger Shenandoah Valley community

### 2021 EVENT STATS:

- 6.6K Facebook Event Reach
- 19 Participating Downtown Businesses

## SPONSORSHIP LEVELS:

### Three \$800 Presenting Sponsors

- 6 reserved tickets for sponsor
- Prominent logo placement on event Facebook page and Eventbrite ticketing page
- Logo and link to business website in social media post on HDR's channels recognizing sponsorship
- Logo and link to business website in newsletter mention recognizing sponsorship
- Option to have business display and your volunteers at check-in location (first-come, first-served)
- Prominent logo placement on print collateral

### Five \$450 Supporting Sponsors

- 4 reserved tickets for sponsor
- Second-tier logo placement on event Facebook page and Eventbrite ticketing page
- Logo and link to business website in social media post on HDR's channels recognizing sponsorship
- Logo and link to business website in newsletter mention recognizing sponsorship
- Second-tier placement on print collateral



# ROCKTOWN BEER & MUSIC FESTIVAL

## TICKETED FESTIVAL EVENT

### EVENT DETAILS:

Every year, 3,000 people attend Rocktown Beer & Music Festival (which often sells out in advance), to celebrate good beer, good living, good music and a great community. Whether rain or shine, it's always a mighty fine time.

### LOCATION:

Turner Pavilion and Park

### DATE:

Saturday, April 16, 2022 | 3 - 8 PM

### AUDIENCE:

3,000 beer and music lovers from the Shenandoah Valley and surrounding community

### 2019 EVENT STATS:

- 16.3K webpage views

### SPONSORSHIP LEVELS:

#### One \$6000 Featured Partner

- Name mentioned on whenever the Festival is officially presented "Rocktown Beer and Music Festival brought to you by Harrisonburg Downtown Renaissance Association and " "
- Logo on the tasting glass, which is provided to every guest
- Half of the back page of the Festival packet and one ad on the inside
- Large logo on the main festival banner
- Logo on the official t-shirt
- Name posted inside festival
- Vendor space inside the festival
- 5 stage mentions
- Name on website sponsor page and social media
- 10 free tickets to pass out for entry into the festival for your guests
- 4 Free VIP area tickets

#### Four \$2000 Gold Partners

- Logo on the main festival banner
- Logo on the official t-shirt
- Name posted inside festival
- Ad space in the pamphlet
- 3 stage mentions during the festival
- Name on website sponsor page and social media
- 8 free tickets for entry into the festival for your guests
- 4 Free VIP area tickets

#### Six \$1000 Silver Partners

- Logo on the Festival Banner
- Logo on the official t-shirt
- Name posted inside festival
- Ad space in the pamphlet (half page 8 1/2 X 11")
- 1 stage mention
- 6 free tickets
- 2 Free VIP area tickets
- Name on website sponsor page and social media

**Sponsorship Levels are continued on the next page.**





## MORE ROCKTOWN BEER & MUSIC SPONSORSHIP LEVELS:

### Twelve \$500 Bronze Partners

- Ad space in the pamphlet
- Name posted inside festival
- Name on the official t-shirt
- Name on the website sponsorship page
- 4 free tickets

### One \$2000 ID Bracelet Partner

- Logo on the Festival bracelet that every guest wears for the duration of the festival
- Ad space in the pamphlet (half page 8 1/2 X 11")
- 3 stage mentions during the festival
- 6 free tickets (2 VIP, 4 GA)
- Name on website sponsor page and social media

### One \$1000 Entry Sponsor

- Set up company tent
- Pass out coupons or info inside the festival
- Pass out samples inside the festival
- Logo on the main festival banner
- Logo on the sponsorship poster at the main gate
- Ad space in the pamphlet
- Featured on the website and mentioned on social media
- 4 free tickets for entry into the festival for your guests

### One \$1000 VIP Area Sponsor

- Set up company tent in the VIP area
- Pass out cards, brochures and samples to guests
- Logo on the main festival banner
- Logo on the official t-shirt
- Logo on the sponsorship poster at the main gate
- Ad space in the pamphlet
- Logo on the official festival poster
- 3 stage mentions during the festival
- Featured on the website and mentioned on social media
- 8 free tickets for entry into the festival for your guests
- 4 Free VIP area tickets

### One \$500 VIP Beer Sponsor

- Your beer will be poured in the VIP area
- Beer will also be poured inside the festival
- Able to pass out swag or other brewery information

### One \$250 VIP Cider Sponsor

- Your beer will be poured in the VIP area
- Beer will also be poured inside the festival
- Able to pass out swag or other brewery information

### Twenty \$100 Volunteer Sponsors

- Monetary donation or item donation of equal or greater value.
- Name listed in the directory, thanking you for your support of our volunteers



# DOWNTOWN DINNER PARTY

## TICKETED FUNDRAISING PARTY

### EVENT DETAILS:

Downtown Dinner Party is an inspired celebration of the Valley's love for Downtown Harrisonburg and our culinary stars. Highlighting the exceptional array of restaurants in Virginia's First Culinary District, the Dinner Party invites you to mix and mingle, enjoy more than a dozen delicious tasting-stations, sip local beer and wine, bid in a live auction with unique local experiences you won't find anywhere else, and join in the most fun dance party around. Many attendees hailed this as the "best event ever." Your sponsorship brings you exposure to the movers and shakers in Harrisonburg and a vibrant mix of both young professionals and established community members.

### LOCATION:

Turner Pavilion and Park

### DATE:

Saturday, May 21, 2022 | 7 - 11 PM

### AUDIENCE:

300+ HDR financial supporters, downtown enthusiasts and foodies

### SPONSORSHIP LEVELS:

#### Three \$3000 Presenting Sponsors

- Tickets for 8 guests including a 25% discount on extra tickets you purchase.
- Logo on entry signage at the Pavilion and verbal recognition during event as presenting sponsor
- Opportunity to give a welcome speech to guests
- Logo on event page, Eventbrite ticket sales page, and emails to past and current ticket holders.
- Social media posts on HDR's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Prominent logo placement on billfold insert at participating Dinner Party restaurants two months leading up to event

#### Two \$2000 Bar Sponsors

- Tickets for 6 guests including a 25% discount on extra tickets you purchase.
- Business Logo on all cocktail napkins
- Business Logo on sponsor page in event program
- Logo on sign at all bar locations
- Logo on event page and Eventbrite ticket sales page
- Social media posts on HDR's channels recognizing bar sponsorship
- Newsletter mention recognizing bar sponsorship
- Second-tier placement of logo on billfold insert at participating Dinner Party restaurants two months leading up to event.
- Logo on display stand at bar listing specialty drink options
- Option to have a specialty drink at the bar named after your business

**Sponsorship Levels are continued on the next page.**



## MORE DOWNTOWN DINNER PARTY SPONSORSHIP LEVELS:

### Four \$1500 Supporting Sponsors

#### Spa Trailer, Auction/Live Giving, Live Music & Photo Booth

- Tickets for 5 including a 25% discount on extra tickets you purchase.
- Business logo on one of the following: spa trailer interior and exterior doors/logo on back of program (bid number page)/logo on sign by live musicians playing at the entrance/logo on signage at photo booth and on each photo-booth photos
- Business logo included on sponsors page of event program
- Social media posts on HDR's channels recognizing supporting sponsorship
- Newsletter mention recognizing supporting sponsorship
- Second-tier placement on print and digital marketing collateral

### Four \$500 Event Sponsors

- Tickets for 2 including 25% discount on extra tickets you purchase.
- Social media posts on HDR's channels recognizing event sponsorship
- Newsletter mention recognizing event sponsorship
- Prominent listing on all event publicity as Event Sponsor including but not limited to: links to business on any online promotions, event program, social media posts, and e-newsletter.
- Second-tier placement on print and digital marketing collateral

### Four \$1000 Sustaining Sponsors

- Tickets for 4 including a 25% discount on extra tickets you purchase.
- Business logo included on sponsors page of event program
- Social media posts on HDR's channels recognizing sustaining sponsorship
- Newsletter mention recognizing sustaining sponsorship
- Second-tier placement on print and digital marketing collateral

# BEST.WEEKEND.EVER. COMMUNITY FESTIVAL



## EVENT DETAILS:

Downtown's newest, most exciting event! Help create a downtown-wide block party where there is music, entertainment, and activities for all ages around every corner! From magicians and art markets to Sip & Stroll and live music, during Best.Weekend.Ever. the streets will close so people can roam with a drink in their hand and enjoy a wide variety of entertainment, local arts, and family-friendly activities all day. This free event attracts locals as well as families from throughout the Valley. After our 2021 inaugural event, attendees exclaimed that this event should happen every summer. Your support will make the streets come alive and showcase the best of what downtown has to offer.

## LOCATION:

Downtown Harrisonburg

## DATE:

Saturday, June 11, 2022 | 1 - 8:30 PM

## AUDIENCE:

7000+ families and students representing the larger Shenandoah Valley community.

## 2021 EVENT STATS:

- 19.5K website views
- 600+ Facebook group members

## SPONSORSHIP LEVELS:

### Two \$5000 Presenting Sponsors

- Prominent logo placement as event's presenting sponsor on event web page, Facebook event page, and on posters.
- Prominent logo on Court Square banner
- Social media posts on HDR's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Free booth space on Court Square
- Recognition during live radio broadcast around downtown
- Logo on event schedule signage and at HDR info tent

### Two \$1300 Shuttle Bus Sponsors

- Logo on exterior bus signage and at each bus stop on the route
- Social media posts on HDR's channels recognizing shuttle bus sponsorship
- Logo on Court Square banner
- Newsletter mention recognizing shuttle bus sponsorship
- Free booth space on Court Square
- Second-tier logo placement as event's shuttle bus sponsor on event web page, Facebook event page, and on posters.

### One \$1500 Photo Booth Sponsor

- Logo on photo print out
- Logo on Court Square banner
- Logo on event web page and Facebook event page
- Logo on directional signage/sandwich board for photo booth
- Recognition in HDR's social media post sharing the album of photo booth photos after the event

**Sponsorship Levels are continued on  
the next page.**



## MORE BEST.WEEKEND.EVER. SPONSORSHIP LEVELS:

### Four Stage Sponsors

**Court Square (\$3000), Shen. Bike Co. (\$1500), Liberty Park (\$800), Library (\$800)**

- Naming rights for stage on yard sign by stage
- Logo on stage schedule sandwich board sign
- Second-tier logo on Court Square banner
- Social media posts on HDR's channels recognizing stage sponsorship
- Newsletter mention recognizing stage sponsorship
- Business name used as stage name on digital and print maps and event information materials
- Second-tier logo placement as event's stage sponsor on event web page, Facebook event page, and on posters

### One \$1400 Sip & Stroll Sponsor

- Logo on participant wrist bands, drink special signage
- Logo on Eventbrite ticket sales page
- Second-tier logo on Court Square banner
- Social media posts on HDR's channels recognizing Sip & Stroll sponsorship
- Newsletter mention recognizing Sip & Stroll sponsorship
- Business name used as stage name on digital and print maps and event information materials
- Second-tier logo placement as event's Sip & Stroll sponsor on event web page, Facebook event page, and on posters

### Two \$1500 Kids Zone Sponsor

- Logo on Kids Zone banner
- Second-tier logo on Court Square banner
- Logo on sandwich board signs in the Kids Zone
- Logo on event map marking the location of the Kids Zone
- Second-tier logo on event webpage with schedule of activities happening in the Kids Zone
- 10x10 space in the Kids Zone to set-up a booth to promote your business (must offer a free kid-appropriate activity or craft)
- Second-tier logo on event web page, Facebook event page, and posters

### Two \$500 Liberty Park Selfie Station Sponsor

- Logo on directional signage/sandwich board at Liberty Park
- Third-tier logo on event web page
- Third-tier logo on Court Square banner
- Social media post on HDR's channels recognizing selfie station sponsorship



# CITY OF HARRISONBURG INDEPENDENCE DAY FIREWORKS

## FIREWORKS DISPLAY

### EVENT DETAILS:

Underwrite Harrisonburg's official fireworks show to bring joy to families throughout the entire region. Fireworks will light up our community's spirits as we celebrate the nation's independence!

### LOCATION:

Downtown Harrisonburg

### DATE:

Saturday, July 2, 2022 | 9:15 PM

### AUDIENCE:

30,000 viewers representing the larger Shenandoah Valley community.

### SPONSORSHIP LEVELS:

#### One \$5000 Presenting Sponsors

- Prominent logo placement on DNR print ads
- Social media posts on HDR's channels & newsletter recognizing presenting sponsorship
- Prominent logo on Court Square banner
- Newsletter mention recognizing presenting sponsorship
- Prominent logo placement as presenting sponsor fireworks web page, Facebook event page, and on posters.
- Presenting sponsor listed on social media ads.
- Sponsorship listed in HDR's media release

#### Three \$3000 Sustaining Sponsors

- Second-tier logo placement on DNR print ads.
- Social media posts on HDR's channels & newsletter recognizing sustaining sponsorship
- Second-tier logo placement on Court Square banner
- Newsletter mention recognizing sustaining sponsorship
- Second-tier logo placement as presenting sponsor fireworks web page, Facebook event page, and on posters.
- Second-tier sponsor listed on social media ads
- Sponsorship listed in HDR's media release

#### Five \$500 Supporting Sponsors

- Third-tier logo placement on DNR print ads
- Social media posts on HDR's channels & newsletter recognizing supporting sponsorships
- Third-tier logo placement on Court Square banner
- Newsletter mention recognizing supporting sponsorship
- Third-tier logo placement as presenting sponsor fireworks web page, Facebook event page, and printed posters.



## FRIENDLY CITY FORTUNE RAFFLE FUNDRAISER

### EVENT DETAILS:

There are two opportunities to support Harrisonburg's most exciting and visible fund raiser! The Friendly City Fortune, now in its 6th year, features a slate of prizes that value \$250,000! HDR heavily markets the raffle each year and expands our reach to household around Harrisonburg and Rockingham County and throughout the state.

1. Presenting raffle sponsor which features your business logo on every ticket sold. Up to 5000 tickets sold!
2. Drawing raffle sponsor which features your business as the live stream sponsor with special opportunities to do live commercial segments and interviews for your company with your staff each hour of the drawing.

### DATE:

Live Drawing: Saturday, July 30, 2022

### 2021 EVENT STATS:

- <100 unsold tickets
- 34K website views
- 13 direct emails to past ticket holders (3,912 subscribers)
- 22,735 Facebook event reach
- 1.6K views on Livestream video

### SPONSORSHIP LEVELS:

#### One \$5000 Presenting Raffle Sponsor

- Logo on every ticket sold
- Logo naming your business as the presenting sponsor on Fortune website
- Logo on TV and digital content streaming commercial with "The Friendly City Fortune raffle is sponsored by [Logo]" shown on WHSV and local streaming sites
- Logo in direct emails to past raffle ticket holders (13 emails sent during advertising campaign)
- Logo and mention of your business as presenting sponsor in HDR newsletter and social media post
- Presenting sponsor listed in press release
- Mention of presenting sponsorship and feature presented during the raffle drawing live stream
- Prominent logo placement on posters and sales location signage/materials
- Logo on prize videos

#### One \$500 Supporting Live Stream

- Second-tier logo placement on Fortune website
- Logo and mention of your business as sponsor in HDR newsletter and social media post
- Hourly commercial segments or interview with your employees during the drawing (four)
- Supporting sponsor listed in press release
- Opportunity to set up company banner/signage in background of camera shot

# BLOCK PARTY IN THE 'BURG COMMUNITY FESTIVAL



## EVENT DETAILS:

As part of JMU's 1787 Orientation, Block Party welcomes thousands of incoming freshman to downtown Harrisonburg. Students walk from campus to Court Square— led by the award-winning Marching Royal Dukes, Harrisonburg's Mayor, and the university President— to sample the best of downtown's restaurants and retailers. It's our way to give a Friendly City welcome to our newest residents!

## LOCATION:

Downtown Harrisonburg

## DATE:

Saturday, August TBD, 2022 | 2:30 - 4:30 PM

## AUDIENCE:

5,000 students including JMU freshmen, and upperclassmen student volunteers.

## 2019 EVENT STATS:

- 1.8K website pageviews

## SPONSORSHIP LEVELS:

### Two \$3000 Presenting Sponsors

- Free booth at event (restricted to JMU approved business types)
- Customized promotions (if applicable)
- Social media posts on HDR's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Prominent logo placement on sponsorship recognition banner
- Prominent logo placement on all printed and online material.
- Prominent logo placement as event's presenting sponsor on event web page, Facebook event page
- Option to sponsor \$100 Downtown Dollars prizes that will be raffled off from the HDR booth - students will sign up for our newsletter and email addresses will be shared with the sponsor

### Five \$1000 Corporate Sponsors

#### DJ Sponsor, Activity/Entertainment Sponsor, Water Bottle Sponsor

- 10x10 Display space to set up a booth for your company's promotion (restricted to JMU approved business types)
- Customized promotions (if applicable)
- Social media posts on HDR's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Second-tier logo placement on all printed and online material.
- Second-tier logo placement as event's presenting sponsor on event web page, Facebook event page

**Sponsorship Levels are continued on  
the next page.**





## MORE BLOCK PARTY SPONSORSHIP LEVELS:

### Unlimited \$500 Local Business Sponsors

- 10x10 display space to set up a booth for promotion
- Third-tier logo placement on all printed and online material
- Third-tier logo placement as event's presenting sponsor on event web page, Facebook event page

### Unlimited \$250 Church/ Non-Profit Sponsors

- 10x10 Display space to set up a booth for promotion
- Third-tier logo placement on all printed and online material
- Third-tier logo placement as event's presenting sponsor on event web page, Facebook event page

# SKELETON FEST COMMUNITY FESTIVAL



## EVENT DETAILS:

Harrisonburg's pre-Halloween party! Simultaneous activities are planned to provide fun for all ages. This event creates a festival atmosphere throughout downtown and includes everything from trick-or-treating at downtown businesses to costume contests, arts-and-crafts activities, music, games, photobooths, and performances. As a sponsor of this event, you help us throw one of the most beloved events of the year and gain exposure to over 3,000 costumed kiddos, families, and pets.

## LOCATION:

Downtown Harrisonburg

## DATE:

Saturday, October TBD, 2022 | 2 - 5 PM

## AUDIENCE:

3000+ families representing the larger Shenandoah Valley community

## SPONSORSHIP LEVELS:

### One \$2500 Presenting Sponsor

- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters.
- Presenting sponsor named in press release
- Large company logo on sponsor banner on site
- Social media posts on HDR's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use, with the option to be a stop on the candy map and/or candy map pick up location for trick-or-treaters

### One \$500 Sip & Stroll Sponsor

- Small company logo on event website, Facebook event page, and event poster
- Logo on wrist band
- Prominent logo placement on Sip & Stroll Eventbrite ticket sale page
- Prominent logo on signage for Sip & Stroll event drink specials
- Newsletter and social mention recognizing event sponsorship
- 10 x 10 booth space on Court Square

**Sponsorship Levels are continued on the next page.**



## MORE SKELETON FESTIVAL SPONSORSHIP LEVELS:

### Two \$1000 Candy Sponsors

- Logo placement on all social media and on the candy map given to every trick-or-treater
- Second-tier placement of logo on HDR website, skeletonfest.com, and on event Facebook page
- Second-tier logo placement on sponsor banner on-site
- Social media posts on HDR's channels recognizing candy sponsorship
- Newsletter mention recognizing candy sponsorship
- Recognized as the provider of candy to downtown businesses

### One \$1000 Costume Contest Sponsor

- Live mentions of business during the contest
- Second-tier placement of logo on HDR website, skeletonfest.com, and on event Facebook page
- Second-tier logo placement on sponsor banner on-site
- Logo placement on all social media posts about the costume contest and digital photo gallery
- Social media posts on HDR's channels recognizing costume contest sponsorship
- Newsletter mention recognizing costume contest sponsorship
- Option to provide judges for the contest and to present prizes to winners. Logo placement on costume contest signage
- Recognized as provider of contest prizes

### One \$1000 Pumpkin Carving Sponsor

- Logo placement on contest signage where pumpkins will be on display
- Second-tier logo on HDR website, skeletonfest.com, and on event Facebook page
- Second-tier logo placement on sponsor banner on-site
- Logo placement on all social media posts about the contest and digital photo gallery
- Option to provide judges for the contest and to present prizes to winners
- Recognized as provider of contest prizes

# VETERANS DAY PARADE



## EVENT DETAILS:

Each November, our community lines Main Street to honor the veterans who have served our nation. We recognize our nation's heroes at the annual Veterans Parade and welcome spectators from Harrisonburg, Rockingham County, and other nearby communities. Sponsors are able to participate in the parade and show their support during one of our most meaningful events of the year.

## LOCATION:

Downtown Harrisonburg

## DATE:

Sunday, November 6, 2022 | 2 - 3 PM

## AUDIENCE:

1000+ families and students representing the larger Shenandoah Valley community.

## SPONSORSHIP LEVELS:

### Unlimited \$500 Appreciation Sponsors

- Logo placement on print, broadcast, social media, press releases
- Logo featured on the event website and event facebook page.
- Mentions and business linked in social media posts promoting the event and original content featuring community Veterans in HDR's newsletter.
- Free entry into the parade

# CELEBRATION & DONOR RECEPTION RECOGNITION EVENT



## EVENT DETAILS:

Each November, we like to bring our most ardent supporters together for a night of thanks, celebration, and awards. As a sponsor of this event, you are able to put your personal stamp on the party as the host to over 200 influential business owners and community members in Harrisonburg.

## LOCATION:

TBD

## DATE:

November TBD, 2022 | 4 - 7 PM

## AUDIENCE:

200+ downtown investors, largest HDR financial supporters and loyal downtown customers

## SPONSORSHIP LEVELS:

### Three \$1000 Presenting Sponsors

- Prominent logo on digital invitation
- Facebook post thanking and/or tagging your business.
- Prominent logo on awards presentation slides during event
- Opportunity to volunteer as an award presenter and be in photos with recipient
- Sponsorship recognition at the event, shared on social media
- Logo and recognition of sponsorship on awards blog post & related social media posts
- Social media posts about the award winners

### Two \$500 Open Bar Sponsors

- Logo on digital invitation
- Facebook post thanking and/or tagging your business.
- Recognition on signage at the event and in the program.
- Award Presenter – representative present awards
- Sponsorship recognition at the event, shared on social media

### Four \$300 Supporting Sponsors

- Logo on sponsorship slide during event presentation and sponsor poster at event
- Award presenter – representative present an award at the event
- Sponsorship recognition at the event, shared on social media

### Six \$150 Sustaining Sponsors

- Business Name with link on HDR's website and social media pages
- Logo on sponsorship slide during event presentation and sponsor poster at event



# COOKIE TOUR

## TICKETED EVENT

### EVENT DETAILS:

Sell-out event that attracts families and shopping buddies who stroll downtown collecting fresh-baked cookies by local bakers and restaurants while shopping for the holidays.

### LOCATION:

Downtown Harrisonburg

### DATE:

Saturday, December 3, 2022 | 11 - 4 PM

### AUDIENCE:

Families and shoppers from the Harrisonburg-Rockingham area and as far away as Franklin, WV, and Luray.

### 2021 EVENT STATS:

- Sold out event (with waitlist) every year!
- 200 event tickets

### SPONSORSHIP LEVELS:

#### One \$2000 Presenting Sponsor

- Primary logo placement on cookie boxes and on cookie tour map.
- Prominent logo placement on sandwich boards displayed outside each cookie stop.
- Option to be cookie box pick up location and/or provide volunteers at check-in. Business materials and signage encouraged.
- Logo and business website include in sponsorship recognition social media post and newsletter
- Primary logo and business link on Cookie Tour event page on Facebook as well as on Eventbrite ticket sales page

#### Four \$1000 Sustaining Sponsors

- Logo and business website include in sponsorship recognition social media post and newsletter
- Second-tier logo on sandwich boards displayed outside each cookie stop
- Second-tier logo placement on Cookie Box and on cookie tour map.
- Logo and business website include in sponsorship recognition social media post and newsletter
- Second-tier logo placement and business link on Cookie Tour event page on Facebook as well as on Eventbrite ticket sales page

#### Four \$500 Supporting Sponsors

- Your business will be included as a bonus stop on the tour and listed on the Cookie Tour Map (as a hot cocoa, cider, or other treat stop)
- Logo and business website include in sponsorship recognition social media post and newsletter
- Second-tier logo placement and business link on Cookie Tour event page on Facebook as well as on Eventbrite ticket sales page

# WINTER WONDERFEST COMMUNITY FESTIVAL



## EVENT DETAILS:

Help families and shoppers kick-off the holiday season with a Saturday full of winter wonder. Attendees are invited to Sip & Stroll and shop while taking part in family-friendly activities such as voting for their favorite creations in our 2nd Annual Gingerbread House Build-off, touring downtown in a horse-drawn carriage, visiting with Santa & Mrs. Claus, enjoying a holiday movie at Court Square Theater, and much more. As the evening falls, the streets will glow as downtown businesses unveil their window decorations for the first night of the Holiday Light Tour. The day is capped off with the City of Harrisonburg's annual Holiday Parade and tree lighting. Surprises will be tucked away in businesses and throughout downtown as attendees walk around and take in the magical holiday atmosphere as a community.

## LOCATION:

Downtown Harrisonburg

## DATE:

Saturday, December 3, 2022 | 12 - 6 PM

## AUDIENCE:

Audience is 3000 families, young professionals, and college students from surrounding communities and the greater Shenandoah Valley region.

## SPONSORSHIP LEVELS:

### One \$2000 Presenting Sponsor

- Prominent logo placement on print, broadcast, social media, and mentioned in press release
- Prominent logo placement on Court Square banner and website
- Space for corporate booth at event where you can offer an activity, giveaways, contests, etc.
- Newsletter mention recognizing presenting sponsorship
- Option to be a judge of the Light Tour Competition

### One \$1000 Light up Downtown Holiday Light Tour & Competition Sponsor

*Downtown businesses decorate their store windows and compete for prizes. Windows will be unveiled on November 27 and remain on display throughout the holiday season.*

- Logo and website link in winner announcement on social media
- Logo on QR signs in participating window displays
- Second-tier logo placement on print, broadcast, social media, and mentioned in press release
- Second-tier logo on Court Square banner and website
- Newsletter mention recognizing Light Tour sponsorship
- Option to be a judge of the Light Tour Competition

**Sponsorship Levels are continued on the next page.**

# MORE WINTER WONDERFEST SPONSORSHIP LEVELS:

## Two \$1000 Horse-drawn Carriage Sponsors

- Company banner or sign on the carriage during the event
- Logo placement on all social media posts about carriage rides
- Second-tier logo placement on print, broadcast, social media, and mentioned in press release
- Second-tier logo on Court Square banner and website
- Newsletter mention recognizing carriage sponsorships
- Booth space near carriage ride pick-up/drop-off area

## One \$1500 Gingerbread House Contest Sponsor

*Celebrate the holidays with handmade and locally designed gingerbread houses that will be on display downtown and judged in several categories.*

- Logo placement on contest signage at gingerbread house display
- Logo placement on all social media posts about contest
- Second-tier logo placement on print, broadcast, social media, and mentioned in press release
- Second-tier logo on Court Square banner and website
- Newsletter mention recognizing contest sponsorship
- Option to be a judge of the Gingerbread House Contest

## One \$1500 Live Radio Broadcast from Downtown Sponsor

### Or Two \$750 Sponsorships

- Logo placement on all social media posts about music
- Second-tier logo placement on print, broadcast, social media, and mentioned in press release
- Second-tier logo on Court Square banner and website
- Newsletter mention recognizing music sponsorship

## One \$1400 Sip & Stroll Sponsor

- Logo on participant wrist bands, drink special signage
- Logo on Eventbrite ticket sales page
- Business name used as stage name on digital and print maps and event information materials
- Second-tier logo on Court Square banner and website
- Second-tier logo placement on print, broadcast, social media, and mentioned in press release
- Logo placement on all social media posts about Sip & Stroll
- Newsletter mention recognizing Sip & Stroll sponsorship

## Two \$1300 Decorated Shuttle Bus Sponsors

- Logo on exterior bus signage and at each bus stop on the route
- Logo placement on all social media posts shuttle bus
- Second-tier logo placement on print, broadcast, social media, and mentioned in press release
- Second-tier logo on Court Square banner and website
- Newsletter mention recognizing shuttle bus sponsorship
- Free booth space on Court Square

## One \$500 Visits with Santa Sponsor

- Logo placement on Santa signage
- Logo placement on all social media posts about Santa
- Third-tier logo placement on print, broadcast, social media, and mentioned in press release
- Third-tier logo on Court Square banner and website
- Logo feature or business card on company-provided treats for Santa visitors
- Newsletter mention recognizing Santa sponsorship
- Optional company Santa photo

## One \$500 Family Movie Sponsor

- Logo placement on movie signage and slide show at beginning of movie
- Third-tier logo placement on print, broadcast, social media, and mentioned in press release
- Third-tier logo on Court Square banner and website
- Newsletter mention recognizing movie sponsorship

## Multiple \$500 - \$250 Activity/Hot Chocolate Sponsors

- Provide an activity or entertainment during event hours (activity or entertainment must be focus and priority in the booth) - HDR can work with you on the activity or you can select and provide the activity
- Third-tier logo on sponsor banner on website
- Third-tier logo placement on print, broadcast, social media, and mentioned in press release
- Third-tier logo on Court Square banner and website
- Newsletter mention recognizing activity sponsorships

## 2021 EVENT STATS:

- 12.2K website views
- 705 votes in gingerbread house contest
- 5,252 Facebook event responses, 84,358 Facebook event reach



# BACK THE 'BURG CHALLENGE SPONSOR



## CAMPAIGN DETAILS:

Help inspire community members to donate to HDR during our annual end-of-year-giving Back the 'Burg campaign. Offer a prize giveaway incentive or a challenge match for donations during our two-month-long campaign.

## DATE:

November through December 2022

## AUDIENCE:

Local residents and businesses in the greater Harrisonburg area and beyond.

## 2021 STATS:

- 8 targeted emails to past donors
- \$1.8K through Giving Tuesday Facebook fundraiser

## SPONSORSHIP LEVELS:

### Six \$500-\$1000 Back the Burg Challenge Sponsors

- Business linked and recognized as sponsor in social media posts
- Logo and business link featured on the Back the Burg webpage
- Logo and link in HDR newsletter promos
- Logo in direct emails to our mailing list
- Feature in video promotion encouraging people to take your business' challenge (optional)

### Unlimited IN-KIND Donor Prize Donation

- Business linked and recognized as prize sponsor in social media posts
- Logo and business link featured on the Back the Burg webpage
- Logo and link in HDR newsletter promos
- Logo in direct emails to our mailing list

# SHOP SMALL FOR THE HOLIDAYS CAMPAIGN

HOLIDAY GIFT GUIDE | SHOP LOCAL GIVEAWAYS | POSTCARD MAILER



## CAMPAIGN DETAILS:

Support our annual [Daily News Record](#) insert and digital holiday shopping guide that features gift ideas and encourages people to shop downtown for the holidays. You can also support our highly popular incentive gift card/holiday prize giveaways that HDR promotes during the entire holiday shopping season.

A festive postcard will also be delivered to over 10,000 addresses in the Harrisonburg-Rockingham area to encourage people to support local and buy downtown for the holidays. The mailer will be scheduled for early November. Show your support for small businesses to our community.

### DATE:

November through December 2022

### AUDIENCE:

Over 10,000 households in the Harrisonburg-Rockingham area

### 2021 STATS:

- ~10,000 gift guides sent in DNR
- 14.3K postcards sent to area households
- 800+ Shop Small giveaway entries

## SPONSORSHIP LEVELS:

### One \$3000 Gift Guide Premier Presenting Sponsor

#### Or Three \$1000 Presenting Sponsors

- Prominent business logo on DNR printed insert (included in over 30,000 newspapers), and on the digital gift guide featured in a paid targeted digital advertisements (reach)
- Business linked and recognized as sponsor in social media posts
- Logo on our holiday campaign webpage
- Logo featured in Gift Guide window display in downtown Harrisonburg
- Mention in each of HDR's social media promo posts
- Social media posts on HDR's channels recognizing sponsorship
- Newsletter mention recognizing sponsorship

### Four \$500 Gift Guide Supporting Sponsors

- Secondary logo placement on DNR printed insert (included in over 30,000 newspapers), and on the digital gift guide featured in a paid targeted digital advertisements
- Business linked and recognized as sponsor in social media posts
- Second-tier logo featured in Gift Guide window display in downtown Harrisonburg
- Second-tier logo placement on HDR holiday campaign webpage
- Mention in each of HDR's social media promo posts
- Social media posts on HDR's channels recognizing sponsorship
- Newsletter mention recognizing sponsorship

**Sponsorship Levels are continued on the next page.**



## SHOP SMALL FOR THE HOLIDAYS SPONSORSHIP LEVELS CONT.:

### \$500 Shop Local Gift Card Campaign Sponsor

- Logo on our holiday campaign webpage with business featured as gift card sponsor
- Business linked and recognized as sponsor in social media posts and in newsletter
- Business named in each social media post about the gift card giveaway and winner announcements

### Three \$1500 Postcard Mailer Presenting Sponsors

- Prominent logo placement on the postcard to be sent to 15,000 households
- Logo and business website include in sponsorship recognition social media post and newsletter
- logo on HDR sponsor webpage

### Four \$500 Postcard Mailer Supporting Sponsors

- Secondary logo placement on the postcard
- Logo and business website include in sponsorship recognition social media post and newsletter
- logo on HDR sponsor webpage



### Make Downtown Harrisonburg Your One-Stop Holiday Shopping Destination

Alaskan Toys | New Business | 323 S Main Street #1011 | alaskanstore.com

It's never a gamble when you shop local!

Why Shop Small?

Need More Holiday Gift Ideas?

Genus Furniture | 61 S Main Street | genusfurniture.com

Thank you to our generous sponsors:

EUGENE STOLTZEUS ARCHITECTS

JAMES MCHONE JEWELRY

PCB





# DOWNTOWN DOLLARS

## YEAR-LONG GIFT CERTIFICATE PROGRAM

### PROGRAM DETAILS:

In 2022, HDR sold over \$65,000 in Downtown Dollars - a downtown-wide gift certificate program. Since 2020 we have seen a significant increase in the number of corporations, churches, and organizations buying Downtown Dollars for employee and volunteer recognition and end-of-year gifts.

### AUDIENCE:

300+ HDR financial supporters, downtown enthusiasts and foodies

### 2021 STATS:

- \$65,000+ in Downtown Dollars sales
- 2.9K website pageviews

### SPONSORSHIP LEVELS:

#### **One \$1000 Premier Sponsor**

- Named as premier sponsor with prominent logo on Downtown Dollars insert that explains the program and lists participating businesses
- Logo and company name linked on Downtown Dollars sales website
- Social media posts on HDR's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Sponsorship good for 12 months



## CONTACT INFORMATION

HDR is committed to working within local, state, and CDC guidelines when it comes to planning safe events for the community. We reserve the right to modify, reschedule, or cancel events in order to protect public safety at any time. Confirmed sponsors will be notified when events are canceled or rescheduled and will be given an opportunity to convert their current sponsorships to other opportunities or a Friends of Downtown donation.

Thank you for understanding as we try to navigate fundraising for the sustainability of our organization with event planning challenges during a pandemic.

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## INTERESTED IN A SPONSORSHIP OPPORTUNITY?

Contact Julie Clough to discuss sponsorship level details.

Email: [julie.clough@harrisonburgva.gov](mailto:julie.clough@harrisonburgva.gov)

Phone: 540.294.1431



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