



SPONSORSHIP OPPORTUNITIES 2010

Montpelier Alive

• ENRICHING A VIBRANT DOWNTOWN •

*Independence Day - July 3rd: 15,000 to 20,000 people enjoy fireworks, the parade, food & music.

*First Night Montpelier, New Year's Eve: Vermont's favorite Community Arts Celebration.

Convenient payment options include monthly, quarterly or yearly billing.

ALL sponsorships include **BUSINESS MEMBERSHIP** in Montpelier Alive, a \$150 value.

Since 1999 Montpelier Alive has worked to make Montpelier a great place to live, has secured grant funding to support major improvements in downtown, and has worked to support downtown retailers and business owners.

Montpelier Alive is part of a network of Vermont downtowns that strive to reduce sprawl and preserve our historic character by making downtowns vital and diverse community centers. Downtown Montpelier is Vermont's largest National Register historic district. Montpelier Alive projects and activities make Montpelier a safer, cleaner, more attractive and vibrant place. Some of our accomplishments include:

- Events: First Night, Independence Day, Green Up Day, Artwalk, Brown Bag concerts, and SculptCycle.
- Streetscape improvements: flower planters, street banners, benches, and sidewalk trash and recycling.
- Business assistance: Coop advertising, information sharing, networking, training opportunities, and one-on-one help.
- Promotional activities and advertising designed to bring more people to downtown Montpelier.

Member benefits include: Discounts on coop advertising; name on website and December newsletter; free ad in website; listings in Montpelier Alive Updates; access to technical assistance; membership sticker; invitation to annual holiday party and annual meeting; regular email updates of downtown business news and opportunities; and knowing your support makes Montpelier a great community!

BRANDING EXPOSURE

As a Sponsor of Montpelier Alive you become part of our Marketing Campaign with value in excess of \$250,000.

We will work with you to customize your involvement. Many types of opportunities are available, including:

- Branding specific events, tents, stages, artists, programs, activities, fireworks, parades, volunteers, or kids programs;
- Category exclusivity;
- Corporate visibility through merchandising materials, booths, sales, sampling, surveying, couponing, & displays;
- Company inflatables, corporate mascots or other large advertising items;
- Opportunities for your employees or staff to participate in highly visible roles;
- Value-added ideas include contests, coupon books, raffles, auctions, tee shirts, and utility bill-stuffers;
- Web links;
- Print, radio, TV and electronic media sponsorships;
- Right to use Montpelier Alive logo in promoting your sponsorship and partner status.

SPONSORSHIPS & BENEFITS

PLEASE NOTE: ALL sponsorships include **BUSINESS MEMBERSHIP** in Montpelier Alive (\$150 value).

“Underwriting Partner” Investment: \$3,000+

Individually Designed Packages for maximum visibility and fulfillment of your business objectives

“Platinum Partner” Investment: \$2,500+

Premium Sponsorship of First Night Premier Venue AND Independence Day Artist/Activity
Sponsor Banner (and/or signage) displayed at State House Lawn (July 3rd) and City Hall Stage (First Night)
Business name or logo in all marketing materials: flyers, posters, program (FN), website, newsletter & emails
Business name or logo in all event-related print advertising (radio and TV if possible)
Half-page ad in First Night Festival Guide (or equivalent)
Live on-stage mentions, introductions and presentations (as applicable)
Display, booth, sampling opportunity
Complimentary Admissions (up to 20) for First Night plus Independence Day Parade VIP seating
Post-event follow-up report and thank-you, including photographs

“Gold Partner” Investment: \$1,500+

Premium Sponsorship of First Night Premier Venue AND Independence Day Artist/Activity
Sponsor Banner (and/or signage) displayed at State House Lawn (July 3rd) or City Hall Stage (First Night)
Business name or logo in all marketing materials: flyers, posters, program (FN), website, newsletter & emails
Quarter-page ad in First Night Festival Guide (or equivalent)
Live on-stage mentions (as applicable)
Display, booth, sampling opportunity
Complimentary Admissions (up to 10) for First Night plus Independence Day Parade plus VIP Seating
Post-event follow-up report and thank-you, including photographs

“Silver Partner” Investment: \$1,000+

Sponsorship of First Night venue AND sponsorship of Independence Day activity
Sponsor Banner (and/or signage) displayed at State House Lawn (July 3rd) or City Hall Stage (First Night)
Business name or logo in all marketing materials: flyers, posters, program (FN), website, newsletter and emails
Eighth-page ad in First Night Festival Guide (or equivalent)
Complimentary Admissions (up to 8) for First Night
Post-event follow-up report and thank-you

“Community Partner” Investment: \$650+

Sponsorship of First Night artist or activity AND co-sponsorship of Independence Day Parade
Company Banner (and/or signage) displayed at State House Lawn (July 3rd) or City Hall Stage (First Night)
Business name or logo in all marketing materials: flyers, posters, program (FN), website, newsletter and emails
Complimentary Admissions (up to 6) for First Night
Post-event follow-up report and thank-you

“Downtown Partner” Investment: \$450+

Business name or logo in all marketing materials: flyers, posters, program (FN), website, newsletter and emails
Complimentary Admissions (up to 4) for First Night
Post-event follow-up report and thank-you

“Business Partner” Investment: \$300+

Business name in all marketing materials: flyers, posters, program (FN), website, newsletter and emails
Complimentary Admissions (up to 2) for First Night plus
Post-event follow-up report and thank-you

Contact: Jimmy Swift, Festival Coordinator ▶ 802.238.6888 (mobile) ▶ Email: jimmy@montpelieralive.org

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