

The background of the entire page is a grayscale photograph of a downtown street. On the left, there are trees and a street sign that says 'KEEP RIGHT'. In the middle ground, there are several cars parked along the curb. On the right, there are multi-story brick buildings with various storefronts. One prominent sign reads 'BRUEGGER'S BAGELS BAKED FRESH'. Other signs include 'CLINIC' and 'Everything & Optical'. The overall scene is a typical urban street view.

DOWNTOWN NORTHAMPTON ASSOCIATION

SPONSORSHIP PACKAGES

2021-2022

2021 GENERAL SPONSORSHIP LEVELS & BENEFITS

Interested in having your name associated with our full calendar of DNA events and activities? Join with community partners like Smith College and support a year-round calendar of downtown events and beautification. From hanging baskets to the Holiday Stroll, your generosity provides a critical foundation for all our activities.

Leading Sponsors: \$5,000

- Logo and identification as “Lead Sponsor” on all downtown Northampton print promotions
- Logo and identification as “Lead Sponsor” at the bottom of all DNA community emails
- Tag in all event-related DNA social media posts (2500+ followers on FB; 2300+ followers on IG)
- Listing on DNA website
- Complementary table space at Sidewalk Sales and Holiday Stroll
- Northampton.Live Silver Sponsor Package (~ 125k potential impressions)
 - Ad block that will rotate across all pages of Northampton.Live (displays 50% of the time)
 - Logo in each email newsletter (2 per week)
- Northampton.Live Bronze Sponsor Package (~60K potential impressions)
 - Ad block that will rotate across all pages of Northampton.Live (displays 30% of the time)
- Northampton.Live Highlight Package
 - Custom interview & photos
 - Placement on Northampton.Live website for 14 days
 - Push interview out to social media channels



Partnering Sponsors: \$2,500

- Logo on all DNA event print promotions
- Listing on DNA website
- Complementary table space at Sidewalk Sales and Holiday Stroll
- Northampton.Live Bronze Sponsor Package (~60k potential impressions)
 - Ad block that will rotate across all pages of Northampton.Live. (displays 30% of the time)
- Northampton.Live Highlight Package
 - Custom interview & photos
 - Placement on Northampton.Live website for 14 days
 - Push interview out to social media channels

Community Sponsors: \$1,000

- Name on select print promotions
- Listing on DNA website
- Complementary table space at Sidewalk Sales and Holiday Stroll
- Northampton.Live Highlight Package
 - Custom interview & photos
 - Placement on Northampton.Live website for 14 days
 - Push interview out to social media channels

Friends: \$500

- Name on select print promotions
- Listing on DNA website



2021 PROGRAM & EVENT SPONSORSHIP LEVELS & BENEFITS

Downtown Plantings: \$125 - \$500

When warmer weather is on the horizon, the DNA welcomes spring with hanging baskets and island planters placed throughout downtown. With the generous assistance of the City and Landscapes, LLC, these plantings are lovingly watered and cared for throughout the spring, summer and fall months.

- Sponsor a tree (8 available).....\$500
- Sponsor a pot (21 available).....\$250
- Sponsor a hanging basket (100 available).....\$125

All tree, pot and hanging basket sponsorships will cover the care and maintenance of the planting throughout the spring, summer and fall seasons, including watering, fertilizing and weeding.

Acknowledgement of each sponsorship will be by listing on a new Downtown Beautification web page on the DNA's website, and in social media posts.



Downtown Ambassadors: \$1,000

A new DNA initiative, the Downtown Ambassador program is a volunteer-driven team of individuals who create a friendly presence on the downtown sidewalks. Wearing branded bright red vests and armed with parking maps, tourist information and giveaways from local businesses, our goal is to provide a welcoming source of information downtown, particularly during traditionally busy times of the year.

- Visibility on ambassador vest (pin with logo or similar signage)
- Ability to have product or other marketing materials handed out by Ambassadors
- Logo in all Downtown Ambassador marketing materials
- Acknowledgement in press releases, media coverage



2021 PROGRAM & EVENT SPONSORSHIP LEVELS & BENEFITS

Feed the Frontlines: \$750 - \$5,000

A community-supported effort that pays local restaurants to prepare meals for those in our community who are experiencing food insecurity, and for our frontline workers who have done so much during the COVID pandemic. Your support of this program does double-duty – supporting local small businesses and feeding our community.

- Community Food Distribution Project partnership – Exclusive sponsorship **TAKEN**
- Shelter Weekly Breakfasts – Exclusive sponsorship **TAKEN**
- Feed the Frontlines – Frontline worker meals (Cooley Dickinson, Northampton Police + Fire Departments and others) – Exclusive sponsorship **AVAILABLE**



Feed the Frontlines: Exclusive Frontline Worker Sponsorship: \$5,000

- Name and logo on flat card distributed with food
- Inclusion in fundraising communications
- Acknowledgement in press release
- Acknowledgement in social media posts
- Listing on DNA website

Feed the Frontlines: Weekly Sponsorships: \$750

- Acknowledgement in social media posts
- Listing on DNA website





2021 PROGRAM & EVENT SPONSORSHIP LEVELS & BENEFITS

Sidewalk Sales: \$500 - \$1,000

One of downtown's most anticipated annual events, Sidewalk Sales features merchant discounts at tables and tents up and down Main Street.

Lead Sponsor: \$1,000

- Logo on all Sidewalk Sales marketing material, including email blasts (Northampton.Live & DNA)
- Name mention as sponsor in radio ads
- Complementary table at event
- Logo on DNA website

Community Supporter: \$500

- Name included in Sidewalk Sale email blasts (Northampton.Live and DNA)
- Name on all print Sidewalk Sales marketing material
- Logo on DNA website

Shop the Block
Northampton
sidewalk sales
July 25-28

Sales & specials from over 45 retailers, restaurants, vendors and non-profits, in stores and on the sidewalk!

Details at northamptondna.com SMITH COLLEGE THORNES MARKETPLACE ADVOCATE

The graphic is a promotional poster for the Sidewalk Sales event. It features a large, stylized white 'N' on a red square background, which is part of a hanging sign. To the right of the sign, the text 'Shop the Block' is written in a red script font, followed by 'Northampton sidewalk sales' in a white sans-serif font, and 'July 25-28' in a large, bold, red sans-serif font. Below this, a red banner contains the text 'Sales & specials from over 45 retailers, restaurants, vendors and non-profits, in stores and on the sidewalk!' in a white script font. At the bottom, there is a white banner with the text 'Details at northamptondna.com' and logos for Smith College, Thornes Marketplace, and Advocate.

2021 PROGRAM & EVENT SPONSORSHIP LEVELS & BENEFITS

Chalk Art Festival: \$250 - \$1,500

The Chalk Art Festival brings live art to Downtown Northampton in the form of local and visiting chalk artists, who spend the day creating incredible chalk drawings on downtown sidewalks.

Presenting Sponsor: \$1,500

- Presenting title (e.g. Chalk Art Festival presented by Your Name)
- Community seat on judging panel
- Custom-branded boxes of chalk with your logo for community free-draw
- Mention in radio ads
- Logo in event email blasts (Northampton.Live + DNA)
- Name on all event promotional marketing material (guaranteed)
- Mention and tag on event-wide social media marketing
- Mention in press release announcing the event

Community Supporter: \$500

- Name on all event promotional material (guaranteed)
- Mention and tag on event-wide social media marketing
- Mention in press release announcing the event
- Name in email blasts (Northampton.Live + DNA)

Artist Sponsor: \$250

- Name on all event promotional material (space permitting)
- Mention and tag on artist-specific social media marketing
- Logo and name on artist sign at drawing site during live event



**10TH ANNUAL
NORTHAMPTON
CHALK ART
FESTIVAL**

**ARTS NIGHT OUT
Friday Sept 13th**

Watch chalk art pieces come to life
on cement canvases throughout
downtown Northampton

OVER 22 ARTISTS DRAWING!

CHALK ARTISTS CREATE 10am-4pm
PRIZES AWARDED 5pm
FAMILY FREE DRAW 5-7pm
In the Tuesday Market location next to the Parking Garage, behind Thornes
Sponsored by TommyCar Auto Group

ON DISPLAY ALL WEEKEND!

Details at northamptondna.com

 Downtown Northampton Association
  SMITH COLLEGE

 DAILY HAMPSHIRE GAZETTE GAZETTE.NH.COM
  THORNES MARKETPLACE
  WHALE INSURANCE

 COUNTRY NISSAN
  COUNTRY HYUNDAI
  NORTHAMPTON VOLKSWAGEN



2021 PROGRAM & EVENT SPONSORSHIP LEVELS & BENEFITS

Holiday Stroll: \$250 - \$1,000

One of the most fabulous, family-friendly events of the year, the Holiday Stroll fills Main Street and venues throughout town with live music, art and entertainment.

Lead Sponsor: \$1,000

- Logo and designation as lead event sponsor in all promotional material, including email blasts (Northampton.Live + DNA)
- Mention in press release announcing the event
- Mention as lead event sponsor in radio advertising
- Mention and tag in social media marketing
- Complementary table at event
- Listing on Holiday Stroll webpage

Community Supporter: \$500

- Name on all promotional material (guaranteed)
- Mention and tag in social media marketing
- Name in email blasts (Northampton.Live + DNA)
- Complementary table at event
- Listing on Holiday Stroll webpage

Entertainment Sponsor: \$250

- Name on all promotional material (space permitting)
- Name on signage at event
- Name on Holiday Stroll webpage

HOLIDAY STROLL
Celebrate the season with family, friends and community!

SATURDAY, DECEMBER 1, 5-8PM
MAIN STREET
Downtown Northampton
NORTHAMPTONDNA.COM

PRESENTED BY **dna** | Downtown Northampton Association

SMITH COLLEGE THE CHAMBER THORNES MARKETPLACE 93.9 WVEP WHMP 94.3 WJZZ BLUE RIDGE CANON

The poster features a festive winter scene with stylized buildings, snow-covered roofs, and silhouettes of people in winter attire. The text is prominently displayed in red and white, with a starburst effect around the main title. The bottom section includes logos for various sponsors and partners.