

5

events

2000

people at outdoor events

750

tickets sold to Bacon + Brew

6000

subscribers to e-news

5000

Facebook followers

SELECT THE EVENT(S) TO SPONSOR!

**ARTS FEST**

A Beverly Main Streets | Beverly Arts District Event

Outdoor event with 150+ artists, food court, kids activities; attracts people from all over New England



Indoor ticketed craft beer sampling event with VIP section; attracts adults aged 24-60

July + September 2017

**THE BLOCK**

A BEVERLY MAIN STREETS PARTY

Outdoor event for adults aged 21-70 with food, music and beer; held twice each summer



Celebration for families with indoor and outdoor activities primarily for kids aged 2-12



2017  
EVENT

SPONSORSHIP  
OPPORTUNITIES



For details:  
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# BENEFITS

**PREMIER**  
\$10000  
3 EVENTS

**TITANIUM**  
\$5000  
1 EVENT

**PLATINUM**  
\$2500  
1 EVENT

**GOLD**  
\$1000  
1 EVENT

**SILVER**  
\$500  
1 EVENT

**BRONZE**  
\$200  
1 EVENT

## FULL YEAR MARKETING

Your name on a sponsor tag for a light pole banner (starts fall 2017)

2

1

Your logo linked to your site on our website sponsors page



Your logo linked to your site on Bev Main St website event page



Posts about your company on our social media sites with link to your page

24

12

## PRE-EVENT MARKETING [you select event(s)]

Your logo on the Cabot Street banner (varies by event)



Recognition in radio ad for the event



Recognition on all print collateral for the event (flyers, postcards, etc)

logo

logo

logo

name

link

name

Recognition in social media posts (5000+ followers)

link

link

link

link

link

name

Recognition in Bev Main St e-newsletter (6000+ subscribers)

link

link

link

link

name

name

## AT-EVENT MARKETING

Executive opportunities (vary by event)



10x10' space in preferred location to promote your company



Your banner hung at the event



Invitation to speak to the crowd about your company



Announced as sponsor every hour



Your name on 1000 beachballs tossed into crowd (if Bev New Year)



Your logo on VIP section signage & swag bags (if Bacon + Brew)



Place your promotional giveaways in VIP swag bag (if Bacon + Brew)



Placement of your promotional materials at Bev Main St tent



Recognition on sponsor signage located throughout event



Free admission tickets / buttons (if Bacon + Brew or Bev New Year)



## POST-EVENT MARKETING

Recognition in social media posts, letter to the editor, e-news

