



**DOWNTOWN**  
Sault Ste. Marie, MI  
[www.downtownsault.org](http://www.downtownsault.org)

## 2019 SPONSORSHIP GUIDE





## Why Sponsor Events in Downtown Sault Ste. Marie?

Downtown Sault Ste. Marie is proud to be located at the heart of Michigan's oldest city, and in one of the most historic cities in the United States. The City was established in 1668, and is replete with rich culture and history that locals, tourists, and investors thoroughly enjoy.

Downtown is a thriving area composed of local businesses, a major hospital, and both city and county government centers. Serving as a primary destination for entrepreneurs, travelers, and regional residents, Downtown Sault Ste. Marie is a commercial anchor for the eastern Upper Peninsula.

Downtown has experienced significant change over the past decade, and is now home to more than 200 businesses and organizations. There is literally something for everyone in Downtown Sault Ste. Marie!

Main Street Sault Ste. Marie, a program of the Downtown Development Authority, partners with numerous organizations to bring diverse and exciting festivals and events to the area.

When you invest in one or more of Downtown Sault Ste. Marie's events or festivals, you are investing in our Community's mission; you are also gaining valuable recognition for your business or organization. We encourage you to consider a major event sponsorship in 2019. We look forward to working with you to create the perfect investment opportunity for your business or organization and to continue to grow and enhance the best events in the region.

For more information on becoming a sponsor, please contact

Justin Knepper, Downtown Manager  
jknepper@downtownsault.org  
906.635.6973

or

Lindsay Ellis, Main Street Coordinator  
Lindsay@downtownsault.org  
906.632.5715 ext. 2906

## **Ladies Night Out May 17, 4pm – 8pm**

Retail stores and salons host the ultimate girl's night out featuring in-store events, discounts, demonstrations, giveaways, tastings and MORE! Shoppers have a chance to enter into giveaways and drawings and are invited to attend the official Ladies Night Out After Party where the fun continues.

## **Music in the Park June 12-August 21, Wednesdays, 7pm-8:30pm**

The Famous Soo Locks are the backdrop of Downtown's annual summer concert series Wednesdays June through August! Local and regional acts entertain people of all ages with this annual summer tradition.

## **Rock the Locks 5k Fun Run June 15, 7pm-9pm**

Downtown Sault Ste. Marie's newest event features a 5k race through the beautiful Soo Locks Park and along the St. Mary's River.

## **Sidewalk Sales August 2-3, 10am-7pm**

One of Downtown's longest-standing summer events features amazing sales and specials at more than 40 shops and stores, entertainment for all ages, terrific food, and great fun for the family.

## **Moloney's Michigan Beerfest August 10, 1pm-6pm**

Moloney's Michigan Beerfest is your chance to taste Michigan brews right in the heart of Downtown Sault Ste. Marie, Michigan! Sample a variety of craft brews from up to 20 Michigan Breweries showcasing all brewing styles! \*Presenting Sponsorship SOLD for 2019.

## **Sault Ste. Marie Fall Festival September 28, 10am-6pm**

All the things you love about a Fall Festival packed into one day! Celebrate cooler weather and the colors of the season downtown with activities for all ages!

## **Sault Ste. Marie Restaurant Week November 11-17**

Sault Ste. Marie Restaurant week showcases the terrific cuisines offered in Sault Ste. Marie. Participating restaurants offer fixed price dining for lunch and dinner for both adventurous palates and foodies alike!

## **Halloween Spooktacular October 25, 5p-7pm**

Every year, thousands of children and families make their way Downtown for the eastern Upper Peninsula's biggest, safest, and most exciting Halloween celebration. The event features trick-or-treating, dancing witches, haunted houses, and a costume contest!

## **Parker ACE Hardware Parade of Lights November 29, 7pm-9pm**

Downtown's annual parade of lights is the official kickoff to the holiday season! Rosy-faced children and families line the streets watching as floats light up the night. The evening culminates with crowds welcoming Santa downtown at the annual City Hall Tree Lighting. \*Presenting Sponsorship SOLD for 2019.

## **Christmas Open House December 14, 11am-5pm**

Retail shops celebrate the holidays with shoppers, offering snacks, hot drinks, and wonderful hospitality; children and families visit with Santa in the Christmas Tree Forest at Avery Square, and horse-drawn carriage rides offer complimentary transportation for young and old!

## **New Year's Eve Celebration December 31, 4pm-12am**

Watch the ball drop in the heart of Downtown at midnight, and join the fun as Downtown eateries and taverns host special dining menus and events in celebration of ringing in a new year! Families with children are invited to a special early showing of the ball drop.

## **I-500 Pub Crawl January 30, 2020, 5pm-2am**

Unofficially officially coined as the Eastern Upper Peninsula's biggest night out! This popular event draws both race fans and locals for an unforgettable night on the town in celebration of I-500 race week! Participants can purchase an official Pub Crawl t-shirt to be signed by friends or their favorite wait staff and bartenders.





# Community Sponsor \$300

**This sponsorship is available for one of the following events:**

Ladies Night Out May 17  
Music in the Park June 12-August 21, Wednesdays  
Rock the Locks 5k Fun Run June 15  
Sidewalk Sales August 2-3  
Moloney's Michigan Beerfest August 10  
Sault Ste. Marie Fall Festival September 28  
Halloween Spooktacular October 25  
Sault Ste. Marie Restaurant Week November 11-17  
Parade of Lights November 29  
Christmas Open House December 14  
New Year's Eve Celebration December 31  
I-500 Pub Crawl January 30, 2020

## **Sponsor Benefits:**

Company name listed on all printed advertising materials for event

Company name included on the event welcome banner during event

Company name listed on [www.downtownsault.org](http://www.downtownsault.org) event webpage and on [www.saultstemarie.com](http://www.saultstemarie.com) events calendar

Company name listed on up to 300 Rock the Locks 5k Fun Run t-shirts





# Affiliate Sponsor \$500

**This sponsorship is available for two of the following events:**

Ladies Night Out May 17  
Music in the Park June 12-August 21, Wednesdays  
Rock the Locks 5k Fun Run June 15  
Sidewalk Sales August 2-3  
Moloney's Michigan Beerfest August 10  
Sault Ste. Marie Fall Festival September 28  
Halloween Spooktacular October 25  
Sault Ste. Marie Restaurant Week November 11-17  
Parade of Lights November 29  
Christmas Open House December 14  
New Year's Eve Celebration December 31  
I-500 Pub Crawl January 30, 2020

## **Sponsor Benefits:**

Company name listed on all printed advertising materials for two events

Company name included on the event welcome banner during two events

Company name listed on [www.downtownsault.org](http://www.downtownsault.org) event webpage and on [www.saultstemarie.com](http://www.saultstemarie.com) events calendar

Company name listed on up to 300 Rock the Locks 5k Fun Run t-shirts



# Supporting Sponsor \$1,000

**This sponsorship is available for two of the following events:**

Ladies Night Out May 17  
Music in the Park June 12-August 21, Wednesdays  
Rock the Locks 5k Fun Run June 15  
Sidewalk Sales August 2-3  
Moloney's Michigan Beerfest August 10  
Sault Ste. Marie Fall Festival September 28  
Halloween Spooktacular October 25  
Sault Ste. Marie Restaurant Week November 11-17  
Parade of Lights November 29  
Christmas Open House December 14  
New Year's Eve Celebration December 31  
I-500 Pub Crawl January 30, 2020

## **Community & Affiliate Benefits, Plus:**

Company mentioned on the Downtown Development Authority's official social media pages (Facebook, Instagram, Twitter) with a combined following of over 7,000 people

Company mentioned in all advertising including various radio, television, and web ads for two events

Company mentioned on stage where applicable for two events

Company advertised in one upcoming issue of Downtown e-Newsletter

Company mentioned on two event advertisements on City's Public Access Channel 189





# Partnering Sponsor \$3,000

**This sponsorship is available for all Downtown Sault Ste. Marie events previously listed.**

## **Community , Affiliate, Supporting Benefits, Plus:**

Company advertised in three upcoming issues of Downtown e-Newsletter

Company mentioned on all event advertisements on City's Public Access Channel 189

Company mentioned on stage where applicable for all events

Three complimentary tickets each to Rock the Locks 5k Fun Run and to Moloney's Michigan Beerfest





# Presenting Sponsor \$5,000

**This premier sponsorship is available for all  
Downtown Sault Ste. Marie events previously  
listed.**

## **Community , Affiliate, Supporting, and Partnering Benefits, Plus:**

Large company logo printed on up to 300 Rock the Locks 5k Fun Run t-shirts  
Company invited on stage for live remarks and/or mentioned on stage where applicable  
Company logo displayed on main Downtown website page - [www.downtownsault.org](http://www.downtownsault.org)  
Company-specific banner prominently displayed at all events  
Company logo included on annual Downtown advertisement in the Sault Ste. Marie Visitors Guide (85,000 copies distributed regionally and internationally) - \$1,500 value  
Naming rights for one of the following events:  
Ladies Night Out Presented by [Your Company]  
Rock the Locks 5k Fun Run Presented by [Your Company]  
Sidewalk Sales Presented by [Your Company]  
[Your Company] Michigan Beerfest - NOT AVAILABLE  
Sault Ste. Marie Fall Festival Presented by [Your Company]  
Halloween Spooktacular Presented by [Your Company]  
Sault Ste. Marie Restaurant Week Presented by [Your Company]  
[Your Company] Parade of Lights - NOT AVAILABLE  
New Year's Eve Celebration Presented by [Your Company]  
I-500 Pub Crawl Presented by [Your Company]

**Downtown Sault Ste. Marie, Michigan  
Sponsorship Agreement**

**Business Name (as it is to appear in advertising):**

Contact: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsorship Level:**

_____ Presenting Sponsor (\$5,000)	_____ Partnering Sponsor (\$3,000)
_____ Supporting Sponsor (\$1,000)	_____ Affiliate Sponsor (\$500)
_____ Community Sponsor (\$300)	_____ Donation (any amount)

For the Community Sponsor level, please indicate one event you wish to sponsor:

\_\_\_\_\_

For the Affiliate and Supporting Sponsor levels, please indicate two events you wish to sponsor:

\_\_\_\_\_

For the Presenting Sponsor level, please indicate the event you'd like to title:

**Agreement:**

I am authorized to enter into this agreement on behalf of the company/organization listed on this agreement, and I understand that the Sault Ste. Marie Downtown Development Authority, a governing authority of the City of Sault Ste. Marie will receive my sponsorship fee. I understand that my sponsorship is tax deductible within the limits described by law.

Signature \_\_\_\_\_  
Date \_\_\_\_\_

\_\_\_\_\_ Check enclosed      \_\_\_\_\_ Send invoice      \_\_\_\_\_ In-kind\*  
In kind contributions must be agreed upon before submission.

**Checks made payable to:  
Sault Ste. Marie Downtown Development Authority**

511 Ashmun Street, Suite 103  
Sault Ste. Marie, Michigan 49783  
Attention: Justin Knepper  
906.635.6973 office  
906.630.0579 cell