



2020 SPONSORSHIP GUIDE



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. It 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, as well as city, county and tribal government centers. It serves as a primary destination for entrepreneurs, travelers, and regional residents.

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 2020.

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

Lindsay Ellis, Main Street Coordinator
lindsay@downtownsault.org
906.259.0813

Ladies Night Out Presented by Monocle Jewelers, May 15, 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 10-August 19, 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 , June 13, 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 7-8, 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 15, 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 26, 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!

Halloween Spooktacular , October 30, 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!

Sault Ste. Marie Restaurant Week, November 2-8

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!

Parker ACE Hardware Parade of Lights, November 27, 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 12, 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 Presented by Soo Co-op Credit Union, 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 28, 2021, 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 – One Event

Benefits Include:

- Company name listed on all printed advertising materials for event of choice
- Company name included on event welcome banner during event
- Company name listed on www.downtownsault.org event webpage and on www.saultstemarie.com event calendar
- Company listed in press release for event of choice, to more than 60 media contacts
- Company listed in email blast for event of choice, to more than 500 contacts

Affiliate Sponsor

\$500 – Two Events



Benefits Include:

- Company name listed on all printed advertising materials for two events of choice
- Company name included on event welcome banners during two events
- Company name listed on www.downtownsault.org event webpage and on www.saultstemarie.com event calendar
- Company listed in press release for event of choice, to more than 60 media contacts
- Company listed in email blast for event of choice, to more than 500 contacts



Supporting Sponsor

\$1,000 – Two Events

Benefits Include:

- Company mentioned on DDA's official social media pages (FB, Instagram, Twitter) – 7,000+ impressions, for two events of choice
- Company mentioned in all advertising including print, radio, TV, and web ads for two events of choice
- 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 Public Access Channel 189
- Company name included on event welcome banners during two events
- Company name listed on www.downtownsault.org event webpage and on www.saultstemarie.com event calendar
- Company listed in press release for event of choice, to more than 60 media contacts
- Company listed in email blast for event of choice, to more than 500 contacts

Partnering Sponsor

\$3,000 – All Events



Benefits Include:

- Company mentioned on DDA's official social media pages (FB, Instagram, Twitter) – 7,000+ impressions
- Company mentioned in all advertising including print, radio, TV, and web ads for every annual event listed in guide
- Company mentioned on stage where applicable for every annual event listed in guide
- Company advertised in three upcoming issues of Downtown e-Newsletter
- Company mentioned on all event advertisements on City Public Access Channel 189
- Company name included on event welcome banners during every annual event listed in guide
- Company name listed on www.downtownsault.org event webpage and on www.saultstemarie.com event calendar
- Company listed in press release for event of choice, to more than 60 media contacts
- Company listed in email blast for event of choice, to more than 500 contacts
- Company name listed on Rock the Locks t-shirts
- Three complimentary tickets each to Beerfest and Rock the Locks



Presenting Sponsor

\$5,000 –

All Events, Plus Naming Rights For One Event Of Choice

Benefits Include:

- Company mentioned on DDA's official social media pages (FB, Instagram, Twitter) – 7,000+ impressions
- Company mentioned in all advertising including print, radio, TV, and web ads for every annual event listed in guide
- Company invited on stage where applicable for every annual event listed in guide
- Company advertised in four upcoming issues of Downtown e-Newsletter
- Company mentioned on all event advertisements on City Public Access Channel 189
- Company logo displayed for year on www.downtownsault.org main page
- Company specific banner prominently displayed at every annual event listed
- Company name included on event welcome banners during every annual event listed in guide
- Company logo included in Downtown advertisement in CVB Guide (85,000 copies distributed annually)
- Company logo included in annual Downtown tourism brochures (10,000+ distributed annually)
- Company listed in press release for event of choice, to more than 60 media contacts
- Company listed in email blast for event of choice, to more than 500 contacts
- Company name listed on www.downtownsault.org event webpage and on www.saultstemarie.com event calendar
- Large company name listed on Rock the Locks t-shirts
- Six complimentary tickets each to Beerfest and Rock the Locks

**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
jknepper@downtownsault.org
www.downtownsault.org