



2021 FALL & WINTER EVENT SPONSORSHIP OVERVIEW

Marietta Main Street hosts a variety of events throughout the calendar year; not only do tourists travel into Marietta to participate in our events but locals absolutely adore a fun excuse to spend time enjoying our vibrant downtown! Event sponsors help ensure our events are a success AND benefit their business/organization at the same time. Support local by sponsoring one or more of the below-scheduled downtown events. Email director@mariettamainstreet.org to discuss sponsorship.

OCTOBERFEAST | SPONSORSHIP RANGE: \$250 TO \$1,000

Octoberfeast is our spin on a Restaurant Week in downtown Marietta. Scheduled from Sunday, October 10th to Saturday, October 16th, this week-long celebration of over 2 dozen restaurants is sure to bring locals and tourists together to dine local!

TITLE SPONSOR: \$1,000 (2 AVAILABLE)

- Logo included on all physical and digital event materials, including poster, Bingo Card, optional template materials provided to restaurants, and event web page
- Promotion via press release and social media like Facebook, Instagram, and MailChimp
- Opportunity to submit content for a post-event email to completed Bingo Card diners
- Ability to submit materials with raffle prizes, distributed to raffle winners
- (4) gift cards purchased in sponsor's name

EVENT SPONSOR: \$250 (UNLIMITED AVAILABLE)

- Logo included on Bingo Card and event web page
- Ability to submit materials with raffle prizes, distributed to raffle winners
- (1) gift card purchased in sponsor's name

HOLIDAY TREE WALK | SPONSORSHIP: \$1,000 (3 AVAILABLE)

Marietta Main Street's Holiday Tree Walk is a holiday attraction in East Muskingum Park for visitors and tourists alike to enjoy the whole month of December. Hundreds of locals and tourists visit the Park during the month to adore 50 beautifully decorated trees thanks to area businesses and organizations. Plus, this location is home to our (3) Santa House events, too!

HOLIDAY TREE WALK SPONSOR PERKS

Sponsors will have their logo on all digital & physical marketing materials, including the tree adoption application and Holiday Tree Walk web page, plus promotion in a press release and on social media like Facebook, Instagram, and MailChimp. Sponsor logos will be included on signs stationed at East Muskingum Park, including this year's Holiday Tree Walk banner.



SANTA HOUSES | SPONSORSHIP: \$750 (3 AVAILABLE)

Santa Houses are pop-up, free experiences located in the Gazebo of East Muskingum Park that invites local families to visit with Santa Claus. Folks are invited to snap photos of their children, pets, friends, and family all free of charge. Visitors to the Santa House enjoy hot cocoa and cookies provided by area nonprofits, plus the beautiful views of our Holiday Tree Walk!

SANTA HOUSE SPONSOR PERKS

Sponsors will have their logo on all digital & physical marketing materials for their selected Santa House date, plus promotion in a press release and on social media like Facebook, Instagram, and MailChimp. Sponsor logos will be included on signs stationed at the Santa House, as well. A special benefit extended to Santa House sponsors is a donation in their name of \$250 to the nonprofit paired with the Santa House.

SANTA HOUSE DATES:

DECEMBER 4TH

DECEMBER 12TH

DECEMBER 18TH

HOLIDAY LOFT TOURS | SPONSORSHIP: \$1,000 (1 AVAILABLE)

This one-day-only, self-guided, exclusive event allows participants to tour upper-floor businesses and residences in historic downtown Marietta. If you've ever been curious about what lies above our first-floor storefronts, this is the perfect opportunity to sneak a peek! This event is ticketed with only 250 tickets available. **Event Date: Saturday, December 11th from 6 p.m. to 10 p.m.**

HOLIDAY LOFT TOUR SPONSOR PERKS

Sponsors will have their logo on all digital & physical marketing materials, plus promotion in a press release and on social media like Facebook, Instagram, and MailChimp. Sponsor logos will be included on event signage, the event guide, and branded merchandise exclusive to the event. The sponsor will receive (4) Holiday Loft Tour tickets and have the ability to set up during ticket pickup.





MARIETTA ICE FESTIVAL | SPONSORSHIP RANGE: \$250 TO \$3,000

A quickly-growing Marietta favorite, the Marietta Ice Festival, brings thousands of locals and tourists downtown to adore nearly 20 ice sculptures on display throughout the historic, commercial district. In addition to ice sculptures, highlights include a live ice sculpture carving, shops & restaurants open, and more. **Event date: Saturday, January 15th from 12 p.m. to 6 p.m.**

MARIETTA ICE FESTIVAL SPONSORSHIPS & PERKS

TITLE SPONSOR: \$3,000 (1 AVAILABLE)

- Event name promoted as "the -sponsor name Marietta Ice Festival"
- Logo included on all physical and digital event materials, including event banner, event map, and sculpture signage
- Promotion via press release and social media like Facebook, Instagram, and MailChimp
- Opportunity to set up a tent and distribute materials and/or refreshments during the event at the Armory
- Inclusion in Facebook Live video ahead of event to promote the event and to thank sponsor
- (1) sculpture, as selected by the sponsor

EVENT SPONSOR: \$1,000 (3 AVAILABLE)

- Logo included on all physical and digital event materials, including event banner, event map, and sculpture signage
- Promotion via press release and social media like Facebook, Instagram, and MailChimp
- Opportunity to set up a tent and distribute materials and/or refreshments during the event at the Armory
- (1) sculpture, as selected by the sponsor

SCULPTURE SPONSOR: \$250+ (~20 AVAILABLE)

Sculpture sponsorships will launch in the beginning in November. Based on sculpture type, sponsorship will range from \$250 to \$350. Sponsors will be able to choose from a supplied list of designs from local artist Tyson Whistler. Sponsor information will be made available when sculpture sponsorships launch.

