



70% OF DOWNTOWN INITIATIVES ARE FUNDED BY CORPORATE SPONSORS.

Bridging the gap between brand presence and brand involvement, Downtown Springfield's corporate sponsors support specific initiatives that enhance the overall downtown experience -- a key element to retaining and attracting talent, increasing pride for our city, and laying the foundation for further development.

The events we produce tie into our economic development work to build a sustainable neighborhood that supports prosperous businesses, generating property and sales tax for the good of all.

**Sponsor a more vibrant downtown today!**

**"The Main Street Approach of investing in people and working to create a great place builds lasting assets that will pay dividends long after the initial investment."**

**- Edward T. McMahon**



## DSI'S ACTION STEPS

### VACANCIES

Support our creatives and small business community and fill vacancies with new talent

### VOLUME

Increase foot traffic by attracting attention and excitement about the neighborhood from locals and visitors and develop solutions to parking, wayfinding and other missing links

### VITALITY

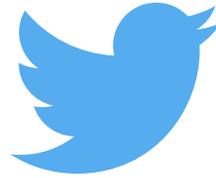
Create and highlight places where people want to gather in our beautiful downtown and add the "wow" and the "weird," including managing the ARTification murals and the Old Capitol Farmers Market

# LINK YOUR BRAND TO OUR STRONG & GROWING NETWORK

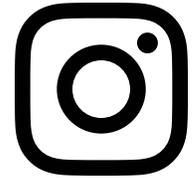
## DSI SOCIAL MEDIA



**10,480**  
**FOLLOWERS**



**3709**



**1950**



## DSI WEBSITE VISITORS



**20K**  
**/MONTH**

## MEDIA SUPPORT



**THOUSANDS REACHED  
THROUGH PAID MEDIA  
PARTNERS & REGULAR  
INTERVIEWS**

## BUSINESS COMMUNITY APPRECIATION



**Members of the downtown district support your investment through posters, social media posts & word of mouth**



# 20TH YEAR OF THE OLD CAPITOL FARMERS MARKET KICKS OFF SAT., MAY 18



- A 12 month sponsorship over three Markets: for the first time, we create a year-round Market experience with the addition of the Holiday and Winter Markets downtown
- Summer Market welcomes 2000-6000 people every Saturday
- Multi-year winner of "Best Reason to Come Downtown" and "Best Community Event"
- Stand-alone social media presence with rapidly growing fan base on Facebook (currently more than 5300)
- Waiting list of farm vendors



## **KID'S DAY AT THE MARKET**

**Sat., July 20**

One of our most highly visited days, we teach kids where their food comes from. They get to choose a fruit or veggie with a complimentary token and enjoy crafts and games.

## **4TH FRIENDS OF THE MARKET STREET DINNER**

**Thurs., Sept. 5**

A sold out event in 2018. Local chefs skilled in farm-to-table cuisine use ingredients from Market farmers to prepare four gourmet courses, paired with wine, served on the Old State Capitol Plaza. Attendance will be 250 (an increase of 50) to accommodate last year's wait list.

## **HALLOWEEN AT THE MARKET**

**Sat., October 26**

Celebrate the final summer market with one of the most creative children and dog costume contests in town, hands-on activities, and special guests. We get a boost from our partner [SpringfieldMoms.org](http://SpringfieldMoms.org).

# ARTification

ARTification is a public-private partnership between Downtown Springfield Inc, the City of Springfield, Springfield Art Association, property owners, and community artists to encourage a sense of pride and excitement among our citizens and promote continued reinvestment in downtown, our most-visited neighborhood. As the experts say, "Boosting creativity in a city can lead to leapfrogging in terms of social and economic development."



## **3RD ANNUAL ART ALLEY Sat., September 14**

Art Alley is considered a favorite "new" event by people seeking big-city-style fun. Watch artists paint "live" during the morning and attend our "alley art gallery" exhibition that evening! Plus, help us paint a new community mural and enjoy appetizers & a cash bar. Art Alley will also be visited by participants in the Amazing Race.

### **MURALS**

Help us beautify another building and make a bold new statement about Springfield! We're seeking Illinois artists to provide new mediums such as mosaics, and also giving first-time muralists in our talented local art community an opportunity to work with you to leave your mark for the next decade!

### **CREATIVE CROSSWALKS**

We've done one, and we need your help to do more! Crosswalks are a less expensive way to add art to the urban environment and to help us develop a more comprehensive wayfinding strategy to increase pedestrian movement in the downtown district.

### **NEW FIDO'S PUPPIES**

Greenville SC has their "Mice on Main" program, and you can help us launch a new sculpture series that takes our Lincoln history for a fun spin! Fido is famously the Lincoln Family dog, who lived in their Springfield home in the 1850's. Fido's "Puppies" will be getting into mischief all around downtown, hiding along the sidewalks, on window ledges, and even hanging from higher locations. The eight commissioned Puppies will be small-scale figurines. DSI will develop a companion website, social media and brochure to invite people to "hunt" for the figurines throughout the downtown neighborhood.



# *Economic Vitality Programs*

**NEW**

## **DOWNTOWN GIFT CARD**

Support small business! Allow DSI to purchase a turnkey operation to provide downtown gift cards which can be swiped by any participating member business and can be purchased online by gift-givers. We would also be able to track sales so we would know if this product worked.

- Sponsor logos on paper sleeves that come with each card
- Website section
- Announcements of this new way to give!



## **ARCHITECTURAL WALKS**

**May - October**

This marketing sponsorship allows us to get the word out about this fabulous free tour led by architecture guru Anthony Rubano. Anthony leads this monthly walking tour of historic downtown Springfield, covering a different area each time. After the 1.5 hour walk, participants are treated to a complimentary reception at a downtown business.



## **UPPER STORY TOUR**

**Thurs., May 23**

Highly anticipated ticketed DSI event (avgs 200 guests) of behind the scenes tours that showcase downtown's economic development success stories and seeds new investments. Upper Story is a self-guided walk between locations in the evening plus a reception.



# *Active & Family Friendly*



## **2ND ANNUAL OPEN STREETS**

**Sat., May 4**

Hundreds of families enjoyed the first Open Streets, which temporarily opens streets to people and closes them to cars. "People traffic" replaces car traffic and the streets become "paved parks," where people of all ages, abilities, and backgrounds can come out and improve their health for FREE. Ride bikes, play hopscotch, do a workout, whatever! with local organizations promoting health and wellness.

**NEW**

## **DOWNTOWN AMAZING RACE**

**Sat., September 14**

Small teams race around downtown's shops & historic sites for the chance to finish first and win the grand prize. Patterned after TV's "Amazing Race," other cities have hosted this 2.5 hour competition to great success. Race on foot, rain or shine. An event for all ages, including teens & families. We expect 100 teams. Post party will be at Art Alley.



**NEW**

## **POP UP DOG PARK**



Downtown needs a dog park! Help us test out the popularity of this concept by helping to fund the hard costs for a basic dog park for the ten weeks of the Levitt [AMP] Springfield concerts.

# 2019 Holiday Walks

WEDNESDAY EVENINGS, SATURDAY AFTERNOONS  
SATURDAY, NOV. 23- SMALL BUSINESS SATURDAY  
THRU SATURDAY, DECEMBER 21

The Old Capitol Holiday Walks provide a beautiful setting for our entire community to come together during the holidays, while tying into DSI's economic development work to increase brick and mortar sales during this important buying season. You enjoy approximately eight weeks of recognition.

Your sponsorship helps provide old favorites:

- Santa in the Old State Capitol
- Horse-Drawn Carriage Ride around the Square
- 20-page Guidebook (you are listed prominently)
- Community Christmas Tree
- Musical Performances
- Signage and paid media in newspaper and radio (your brand is listed)

Plus in 2019, with your support, we hope to:

- site a Kris Kringle Outdoor Market on the Plaza
- bring back holiday transportation
- bring back the window decorating contest

## 2017 Event Stats



80k  
FB reach



20k  
web event  
visitors



# *Help DSI Build Capacity*

**DOWNTOWN TRIVIA  
NIGHT @ ACE SIGN CO  
FRIDAY, NOV. 1**



We nearly sold out our first year, thanks to great support from business and trivia enthusiasts! Everyone had a little fun even if some of the Springfield-centric questions had us scratching our heads. The Ace Sign Co Historic Sign Museum contains many great icons of Springfield's past, plus VIP tables get complimentary pizza from downtown as well as drink tickets!



**27TH ANNUAL  
DINNER & AWARDS  
JANUARY 2020**

DSI hosts what we like to call the "Golden Globes" of the association dinner season: a fun, irreverent celebration of our downtown and all of the people who make it special. Attendance is 500+ and has been growing the last few years as more people have been attracted to our mission. The evening includes dinner, dessert, wine, the Mayor's State of the Downtown Address and the previous year's Best Of Awards for downtown businesses, advocates, and partners.

# Levitt Grant



## NEW

Springfield was selected by the Levitt Foundation to receive a \$25,000 matching grant to host 10 free Thursday night concerts on the Y Block in 2019! This effort is truly a community service provided by Downtown Springfield Inc. and our partners Springfield Area Arts Council and the Downtown Springfield Heritage Foundation -- meaning our organizations will break even to host these events. Sponsorship is key to a successful effort! To ensure amenities like sound, bathrooms, etc. are available, our total costs could average \$9k a concert.

Thank you for taking the time to peruse our sponsorship opportunities for 2019. We would love to work with you to increase your marketing while helping to engineer downtown revitalization.

On behalf of the DSI Board of Directors,

Kevin Kuhn, President of the Board  
Lisa Clemmons Stott, Executive Director  
Kayla Graven, Program Manager  
[www.downtownspringfield.org](http://www.downtownspringfield.org)  
217-544-1723



# And So Are You.

*How would you like to be involved?*

## **Sponsorships at \$20,000**

Old Capitol Farmers Market - SOLD!  
Levitt AMP Springfield Music Series

## **Sponsorships at \$5,000**

Old Capitol Farmers Market  
Levitt AMP Springfield Music Series  
Downtown Gift Card (2)  
Old Capitol Holiday Walks  
Open Streets - SOLD!  
Fido's Puppies (exclusive)  
Pop Up Dog Park  
Amazing Race  
Annual Dinner & Awards  
Mural (exclusive)

## **Sponsorships at \$1,000**

Old Capitol Farmers Market  
Kids Day at the Market  
Halloween at the Market  
Art Alley Pop Up  
Old Capitol Holiday Walks  
Fido's Puppies  
Amazing Race  
Annual Dinner & Awards  
Street Dinner  
Upper Story Tour  
Architecture Walks - SOLD!  
Open Streets  
Trivia Night

## **Sponsorships at \$10,000**

Old Capitol Farmers Market  
Levitt AMP Springfield Music Series  
Downtown Gift Card (exclusive)  
Old Capitol Holiday Walks

## **Sponsorships at \$2,500**

Old Capitol Holiday Walks  
Downtown Gift Card (4)  
Fido's Puppies  
Pop Up Dog Park  
Amazing Race  
Annual Dinner & Awards  
Street Dinner  
ARTification  
Creative Crosswalk (exclusive)

## **Sponsorships at \$500**

Old Capitol Farmers Market  
Kids Day at the Market  
Halloween at the Market  
Art Alley Pop Up  
Old Capitol Holiday Walks  
Fido's Puppies (1)  
Amazing Race  
Street Dinner  
Upper Story Tour  
Open Streets  
Trivia Night