
2009 Sponsorship Proposal

Main Events

Uniquely Downtown Davidson

DAVIDSON
DOWNTOWN DAVIDSON INC



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Executive Summary

Main Events:

April is for Arts
Concerts on the Green
Davidson Farmers Market
Christmas in Davidson

Dates:

April is for Arts – every weekend in April
Concerts on the Green – April through September
Farmers Market – May through October
Christmas in Davidson – 1st weekend in December

Location:

On and around Main Street, downtown Davidson



Features:

April is for Arts is a month-long celebration of visual arts and cultural entertainment in downtown Davidson. Each weekend, a different event draws hundreds of regional art lovers to Main Street, starting with *Public Art on the Green*, an event that partners local merchants with artists to produce artistic masterpieces. The *Gallery Crawl* expands the celebration from Davidson to Cornelius, with area businesses creating impromptu art galleries in cooperation with local artisans to attract visitors and celebrate the arts. The third weekend in April welcomes *Art on the Green*, a juried art show and festival that brings thousands of visitors to Davidson to enjoy art, live music and food. April is for Arts concludes with the kickoff of the *Concerts on the Green* season, featuring renowned regional musicians.

Concerts on the Green is a series of concerts held on Sunday evenings from the end of April through September on the Village Green in downtown Davidson. Each year, over 6,000 residents and visitors enjoy a variety of musical entertainment – jazz, blues, rock, classical, country and more -- with friends and family.

The **Davidson Farmers Market** brings together the region’s vibrant agricultural community and residents of the North Mecklenburg area to create a lively gathering place for meeting friends and enjoying the bounty of local harvests. The local producers at the market include farms, nurseries, bakeries, meat and poultry providers, and specialty foods producers. The DFM includes a variety of quality goods, such as certified organic, naturally grown

and conventionally grown fruits and vegetables, grass-fed beef, pastured pork, eggs from free-range chickens, fresh baked goods, fresh cut flowers, herbs, and bedding plants.

Christmas in Davidson is the largest and most popular Main Events festival, drawing crowds of over 20,000 people in the greater Charlotte area for three nights of holiday celebration with Santa and Mrs. Claus, strolling carolers, horse-drawn carriages, hay rides, a live nativity scene, hot cider, live music, street magicians and a Village Green filled with busy vendors.

- Attendance:** Over 30,000 attend the four DDI Main Events annually
- Presented by:** Downtown Davidson, Inc., a 501(c) 3 not-for-profit corporation
- Cost:** FREE to the public
- 2007-08 Sponsors:** Summers Walk, The Stonery, Cannon School, The McIntosh Law Firm, Macon & Associates, Homewood Suites by Hilton, Ace Hardware, Lawrence Group, WDAV Radio, Lake Norman Magazine, Duke Energy, M1-Connection, Market Properties, Inc., Edens & Avant, Aquesta Bank, Artisan Custom Homes, The Town of Davidson, Hospice Lake Norman, Choate Construction, Peoples Bank, South Main Square, Davidson Village Inn, The Village Store, Julie Jones Realtors, Baybridge Management, Brenda H. Pressley, CPA, Ben and Jerry's, Bucci's Ristorante, Cashion's Quik Stop, CVS Pharmacy, DHC/HAMMERS, Jorel Association Management, Knox Realty, Metrolina Warehouse, Paperlilly/Classic Bride, Restaurant X, River Run, Roger Layman Architecture, Saussy Burbank, Southern Bella, Summit Coffee, The Soda Shop, TotalBond Veterinary Hospital, University Eye Associates, So Alive! Gallery, Wachovia, The Wadsworth Group, Wooden Stone, Zimmerman Chiropractic, BB&T, Bonsai Restaurant, Benjamin Yarborough DDS, Edward Jones/Ken Hoffman, Fiore Home & Garden, First Charter Bank, JJ Wade Agency, John Cunningham, Main Street Books, The Needlecraft Center, Whistling Swan, Kessler Realty & Development, Raeford's Barbershop, Brooke Powell, David and Anne Hepper, Kathleen Grunert, Alexander Hancock Associates.

Why Sponsorship Is Today's Most Effective Marketing Medium



Changes in the economy, demographic shifts and the fragmentation of media have all contributed to sponsorship's growth. Some of the largest factors behind sponsorship's rise are:

Decreasing efficiency of measured media

Costs for traditional advertising continue to increase, while ratings and readership decline. On top of that is an even more basic problem: consumers are not paying attention to ads.

The situation is particularly acute in television. Where once the VCR's fast-forward button was the greatest enemy faced by TV ads, the popularity of digital video recorders has made viewers' ability to avoid commercial messages even easier and more automatic.

Sponsorship, on the other hand, provides opportunities for embedded advertising, a fail-safe delivery system where messages are incorporated right into the action.

Changing social priorities

As issues such as the environment and healthcare loom larger, there is a growing realization that the needs of society and the interests of business overlap. Buyers are demanding to know where a company stands before they purchase its products. Making the world a more livable place is a prerequisite to achieving consumer affinity. Sponsorship, which allies companies with community responsibility and improved quality of life, is precisely the kind of statement consumers will respond to. When a company sponsors, it is providing something for its customers – not making some media conglomerate richer, but saving a high school sports program or underwriting a symphony performance.

Shifting personal values

Conspicuous consumption has been replaced by cashing out. Shopping for shopping's sake has become déclassé. Tapping into today's consumers' elusive will to spend requires turning the buying experience into something larger than just acquisition. Sponsorship provides companies this opportunity. It says to the potential customer: "Buy this product not to indulge yourself, but to help make the world a better place."

Increasing need for two-way communication

In response to the fragmentation of the mass market and mass media, companies are looking for alternative methods to communicate sales messages. The idea is to find delivery systems that allow companies to deepen their relationship with customers.

Sponsorship, which is the most direct channel of communication, is tailor-made for this environment. It reaches people in an environment that matches their lifestyle rather than intrudes upon it. It is not a passive monologue that interrupts a TV show, or comes as a piece of mail that needs to be dealt with. Sponsorship speaks to the public, not at them, creating opportunities for two-way dialogue.

High consumer acceptance

While traditional media is less effective than ever, much of the new media alienates consumers. For example, 75% of Americans view phone solicitation as an invasion of privacy, while 81% find ads in stores to be distasteful, according to a *Brandweek* study. In addition, 69% of consumers who buy or rent movies on video are annoyed by advertising before the film, according to a Gallup survey conducted for *Advertising Age*.

On the other hand, public response to sponsorship has been overwhelmingly positive. Sponsorship is viewed favorably because it is seen as a form of marketing that gives something back, that benefits someone else in addition to the marketer. It implies a degree of altruism absent from more commercial types of marketing.

(Source: *International Events Group, Inc.*)

Why Sponsor Main Events?



Events with Flair

Throughout the year, DDI's Main Events bring thousands of people to downtown Davidson to interact with merchants and musicians, fans and farmers, citizens and artisans. The streets of downtown are filled with fascinating sights and sounds as scores of fine artists, musicians, dancers, theatrical performers, exhibitors and restaurants participate in these Davidson traditions throughout the year. The area's best artists line the historical streets of downtown Davidson weaving gorgeous blends of texture and shape down a magnificent mile of visual arts booths, performance stages and lively characters to create an explosion of color against the century-old buildings and modern merchandise of downtown.



A Proud History

The Town of Davidson began with the founding of Davidson College in 1837 and the town itself was known as "Davidson College" until the name was officially changed in 1891 to Davidson. Although the name changed, the sense of community that a college engenders is still very much alive in Davidson. Davidson is built for pedestrians and bike riders, not for the automobile. We are passionate about diversity, and require that 12.5% of all new development is affordable to encourage all types of homes and all types of citizens. We believe in open space. Our miles of greenways and walking trails connect neighborhoods, providing citizens with alternate ways to get around town and access nature. Even our interchange is different. When you drive off the interstate into Davidson, you see offices, restaurants and hotels but you also see green space, homes, schools and shops, all accessible by pedestrians. In a recent National Citizen Survey, Davidson was ranked #1 of 154 communities for "sense of community" and "overall image and reputation".



Outstanding Community & Volunteer Support

One of the most important elements in the success of all our Main Events has been the strong show of support from the community. DDI's team of dedicated staff and seasoned volunteers work year round to ensure the smooth running of all the events. Large companies, area businesses and local residents also give their time and effort to each Main Event, resulting in the contribution of thousands of hours of volunteer effort. Because DDI's Main Events are a free gift to the community, we rely on the generous contributions by many of the area's leading companies.



An Educated & Affluent Audience

Main Events attendees represent the dynamic appeal of the culturally diverse events that offers over 200 different artists, entertainers and performers. From the mature art collector to the next generation music lover, Main Events has something for everyone in the family. Main Events attendees enjoy original works of fine art, top entertainment, interactive games and exhibits, food and fun. Research indicates that Main Events attendee profiles are made up of a variety of demographics with a median age of 30.1 years and a median household income of \$77,800, almost twice the state average. Over 61% have a college degree, and 58% are married with children.



Proven Return on Investment

A 1999 survey conducted by the International Events Group, Inc., the worldwide authority on the sponsorship industry, revealed festivals have a higher audience loyalty than NASCAR or cause marketing. The survey further concluded that 78% of companies agree that participating in festivals has a measurable impact on consumer sales of their product and provide the most conducive environment for experiential sampling. With a year-round marketing program and an attendance in the tens of thousands, Main Events offers a wide range of sponsorship opportunities to meet any company's marketing goals through customized programs of on-site branding, one-to-one marketing and extensive promotional exposure. Because Main Events is presented by Downtown Davidson Inc., a 501(c) 3 not-for-profit corporation, your ROI is further enhanced by the fact that **your entire contribution is tax deductible.**

Sponsorship Highlights

Marketing Highlights

“Magnificent Main” Street Davidson comes alive with incredible art, and resonates with the smooth sound of jazz, the exciting beat of rock and the soulful croon of the blues during DDI’s Main Events. Prior to and during these events, we give you the opportunity to put your brand – and your product – directly into the hands of thousands of potential customers. We’ve found that creating an experience around your product really hits home. Depending on your level of sponsorship, your company may benefit from many of the following event-related promotions:

- High traffic locations within festival grounds
- Sampling or couponing
- High visibility signage
- Hospitality area
- Use of event logo in product promotion
- Retail/trade promotion
- Retail outlet cross promotions

Make an Impression

Depending upon your level of involvement, your advertising message will be seen during all Main Events promotional periods. We’re targeting families and young people who are actively interested and involved in art, music and community life – and that’s just about everyone. This targeted audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service.

- Print advertising
- Newsletters
- TV spots
- Radio spots
- Website
- Press releases
- T-shirts
- Posters
- Brochures
- Flyers
- Program guides
- Banners



Demographics

- You'll reach a diverse audience by targeting our Main Events attendees. These loyal arts and music fans are 49% male and 51% female.
- Median age of attendees is 31 years of age.
- Median household income is \$77,800.
- Median house value is \$317,000.
- 90% earned high school diploma or above; 62% earned bachelor's degree or higher.
- Over 60% are Professionals or in the Education field.



Business Sponsorship Options

Main Events Official Sponsor

\$10,000

As an Official Sponsor of Main Events, your product name will be strongly associated with our marketing and promotional efforts. Exclusive product association is granted at this cash sponsorship level, and your product or service will be mentioned in advertising and promotion as the “Official Product” or “Official Service” of each of the four Main Events. Sponsors are also given the opportunity to include this “official” status in their own marketing and advertising efforts.

Main Events Platinum Sponsor

\$7,500

Platinum Sponsor will be offered the next highest level of visibility and exposure to thousands of patrons who attend Main Events annually, in addition to the more than 20,000 households reached through the advertising and public relations effort.

Main Events Gold Sponsor

\$5,000

As a Gold Sponsor, your product or service will be strongly associated with all our Main Events, offering visibility and exposure to thousands of patrons who attend Main Events annually, in addition to the more than 20,000 households reached through the advertising and public relations effort.



Main Events Sponsorship Benefits Detail

The following is a list of benefits available to Main Events sponsors; to see what level you will receive as a sponsor, consult the Benefits at a Glance page.

Advertising

✚ Print

- Charlotte Observer Insert – April is for Arts, Christmas in Davidson
- Huntersville Herald Ad -- April is for Arts, Christmas in Davidson
- Lake Norman Navigator Ad -- April is for Arts, Christmas in Davidson
- Creative Loafing Ad -- April is for Arts, Christmas in Davidson
- Lake Norman Magazine – Davidson Farmers Market, Christmas in Davidson

✚ Radio

- WDAV – Paid and promotional radio support for April is for Arts, Christmas in Davidson.

✚ Websites

- Listing on Town of Davidson, DDI and all Main Events websites and links at certain levels of sponsorship.
- DavidsonNews.net banner ad for certain levels of sponsorship of Davidson Farmers Market.

✚ Press Releases

- Sponsor mention in press releases relating to your involvement; distribution to 72 local and regional media outlets.

Printed Material

✚ Promotional Posters

- Promotional posters printed and distributed throughout Davidson, Mooresville, Cornelius and Huntersville.

✚ Banners

- Promotional banner printed and hung over Hwy. 115 generates 10,000 impressions per day.

✚ Signage

- Logo included at certain levels of sponsorship on April is for Arts Trolley signage.

✚ Newsletter

- Sponsor mention in weekly Davidson Farmers Market e-Newsletter.

✚ T-Shirts

- Logo included at certain levels of sponsorship on Davidson Farmers Market t-shirts.

✚ Gallery Crawl Map

- Logo included at certain levels of sponsorship on April is for Arts Gallery Crawl map.

On-Site Recognition

- ✚ Signage
- ✚ Announcements

Additional Benefits

- ✚ Exclusivity – Your company will have exclusivity among competitors at certain levels of sponsorship.
- ✚ VIP Hospitality – A chance for business and community networking at Main Street events with prime location, food and drink.



Main Events Sponsorship Benefits at a Glance

Benefit	Official Sponsor	Platinum Sponsor	Gold Sponsor
"Sponsor Name" Main Events	Name/Logo		
Naming rights	Official	Logo	Logo
Exclusivity	Yes	Yes	Yes
Print Advertising	Prominent Logo	Logo	Logo
Radio Spots	Name	Name	
Public Relations	Name	Name	Name
Websites	Logo/Link	Logo	Logo
Posters	Logo	Logo	Logo
Banners	Prominent Logo	Logo	Logo
Site Signage	Prominent Logo	Logo	Logo
Newsletters	Prominent Logo	Logo	Logo
T-shirts	Prominent Logo	Logo	Logo
Map	Logo	Logo	Logo
Announcements	Stages	Stages	Stages
Onsite hospitality/sampling	Yes	Yes	Yes

Main Events Sponsorship Timeline

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
April is for Arts				→								
Concerts on the Green					→	→	→	→	→			
Davidson Farmers Market					→	→	→	→	→	→		
Christmas in Davidson												→

Single Event Sponsor Options



An annual holiday tradition since 1988, no other area event is as well-attended or generates as much community goodwill. *Christmas in Davidson* is the largest and most popular Main Events festival, drawing crowds of over 20,000 people in the greater Charlotte area for three nights of holiday celebration with Santa and Mrs. Claus, strolling carolers, horse-drawn carriages, hay rides, a live nativity scene, hot cider, live music, street magicians and a Village Green filled with busy vendors.



Angel Sponsors (2)

\$5,000

Enjoy the premier level of sponsorship for our premier event. As an Angel Sponsor, you receive:



- ✚ Prominent logo placement on cover of Christmas in Davidson insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✚ Prominent logo placement on posters and event website.
- ✚ Company listed as Angel Sponsor on the Town of Davidson's website.
- ✚ Company listed as Angel Sponsor in Town of Davidson

newsletter.

- ✚ Company name appears in all press releases, distributed to 72 local and regional media outlets.
- ✚ Company name on prominent "Thank You" sign at event Information Booth.
- ✚ Tickets for 4 horse-drawn carriage rides.
- ✚ Two Christmas in Davidson collectible ornaments.

Santa House Sponsor (1)

\$2,500

Santa's house, in a central location during the festival, is visited by a large percentage of the event's attendees...often more than once. As sponsor of the Christmas in Davidson Santa House, you receive:

- ✦ Prominent logo placement in the Christmas in Davidson insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✦ On-site signage that recognizes and thanks you as the builder of Santa's House.
- ✦ Prominent logo placement on posters and event website.
- ✦ Company name appears in all press releases, distributed to 72 local and regional media outlets.
- ✦ Company name on prominent "Thank You" sign at event Information Booth.
- ✦ Tickets for 2 horse-drawn carriage rides.
- ✦ One Christmas in Davidson collectible ornament.

Trolley Sponsor (2)

\$2,000

The Christmas in Davidson Trolleys and Trams are the most visible vehicles during the holiday celebration, shepherding festival goers all over town as well as to and from Exit 30. As the Christmas in Davidson Trolley Sponsor, you receive:



- ✦ Name appears prominently on both sides of the trolley.
- ✦ Name appears prominently on each trolley stop sign and on thank-you signage at event Information Booth.
- ✦ Logo appears in the Christmas in Davidson insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✦ Logo placement on posters and event website.
- ✦ Company name appears in all press releases, distributed to 72 local and regional media outlets.
- ✦ Company will receive special recognition at the event's Opening Ceremonies.
- ✦ One Christmas in Davidson collectible ornament.

Tram Sponsor (1)

\$2,000

- ✚ Name appears prominently on both sides of the tram.
- ✚ Name appears prominently on each tram stop sign and on thank-you signage at event Information Booth.
- ✚ Logo appears in the Christmas in Davidson insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✚ Logo placement on posters and event website.
- ✚ Company name appears in all press releases, distributed to 72 local and regional media outlets.
- ✚ Company will receive special recognition at the event's Opening Ceremonies.
- ✚ One Christmas in Davidson collectible ornament.

Carriage Sponsor (7)

\$1,500

For many people, the image they most associate with Christmas in Davidson is the magnificent horse-drawn carriages trotting down Main Street. As a Christmas in Davidson Carriage Sponsor, you receive:

- ✚ Name appears prominently on both sides of the carriage.
- ✚ Name appears prominently on signage where ride begins and on thank-you signage at event Information Booth.
- ✚ Logo appears in the Christmas in Davidson insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✚ Logo placement on posters and event website.
- ✚ Company will receive special recognition at the event's Opening Ceremonies.
- ✚ Tickets for 2 horse-drawn carriage rides.
- ✚ One Christmas in Davidson collectible ornament.

Children's Train Sponsor (1)

\$1,500

The laughter of happy children is louder than any train whistle as they ride through the Green in our Christmas in Davidson trackless train. As the Christmas in Davidson Children's Train Sponsor, you receive:

- ✚ Name appears prominently on both sides of the train.
- ✚ Name appears prominently on signage where train ride begins and on thank-you signage at event Information Booth.
- ✚ Logo appears in the Christmas in Davidson insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✚ Logo placement on posters and event website.
- ✚ Company will receive special recognition at the event's Opening Ceremonies.
- ✚ One Christmas in Davidson collectible ornament.



Hay Wagon Sponsor (2)

\$1,000

Families love to pile into our hay wagons and nestle into the warm straw as they take in the sights and sounds of Christmas in Davidson. As a Christmas in Davidson Hay Wagon Sponsor, you receive:

- ✦ Name appears prominently on both sides of the hay wagon.
- ✦ Name appears prominently on signage where ride begins and on thank-you signage at event Information Booth.
- ✦ Logo appears in the Christmas in Davidson insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✦ Logo placement on posters and event website.
- ✦ Company will receive special recognition at the event's Opening Ceremonies.
- ✦ One Christmas in Davidson collectible ornament.

Elf Sponsor

\$500

- ✦ Name appears in the Christmas in Davidson insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✦ Name placement on posters and event website.
- ✦ Name on prominent "Thank You" sign at event Information Booth.
- ✦ One Christmas in Davidson collectible ornament.

Reindeer Sponsor

\$250

- ✦ Name appears in the Christmas in Davidson insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✦ Name placement on posters and event website.
- ✦ One Christmas in Davidson collectible ornament.

Shepherd Sponsor

\$150

- ✦ Name placement on event website.
- ✦ One Christmas in Davidson collectible ornament.



Christmas in Davidson Benefits at a Glance

Benefit	Angel	Santa House	Trolley	Tram	Carriage	Children's Train	Hay Wagon	Elf	Reindeer	Shepherd
Charlotte Observer Insert	Cover logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	
Radio Spots										
Press Releases										
Websites	Logo/Link	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
Posters	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	
Banners	Logo									
Site Signage	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name		
Newsletters	Logo	Logo								
Carriage ride tickets	4	2			2					
Collectible ornaments	2	1	1	1	1	1	1	1	1	1
Announcements										
Onsite hospitality/sampling										
Logo banner on vehicle										



Art on the Green is Davidson’s largest annual arts festival, bringing thousands of visitors to Davidson’s Main Street to enjoy art, live music and festival cuisine. The juried art show spotlights many of the region’s finest artists in a weekend-long celebration of the finest in fine arts.



Benefactor Sponsor

\$1,500

- ✦ Prominent company logo placement on cover of *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✦ One-sixth page ad in *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✦ Prominent logo placement on all printed materials, including event posters and banners.
- ✦ Company listed as sponsor with logo and website link on Downtown Davidson’s website.
- ✦ Company name appears in all press releases, distributed to 72 local and regional media outlets.
- ✦ Company receives special recognition announcements during the event.
- ✦ Company materials may be distributed at the event.

Patron Sponsor

\$1,000

- ✦ Company logo placement in *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✦ One-sixth page ad in *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✦ Company logo appears on all printed materials, including event posters and banners.
- ✦ Company listed as sponsor with your website link on Downtown Davidson’s website.

Sustaining Sponsor

\$500

- ✦ Company logo appears in *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✦ Company logo appears on all printed materials, including event posters and banners.
- ✦ Company listed as sponsor on Downtown Davidson’s website.

Supporting Sponsor

\$250

- ✦ Company name will appear on list in *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✦ Company listed as sponsor on Downtown Davidson’s website.

April is for Arts: Gallery Crawl

The *April is for Arts Gallery Crawl* in Davidson and Cornelius features local merchants hosting artists and exhibitions in retail space transformed for the evening into a lively art gallery.



Crawl Trolley Sponsor (2)

\$1,000

- ✚ Company logo appears prominently on both sides of the trolley.
- ✚ Company logo placement on printed materials, including event banners, posters and the Gallery Crawl map.
- ✚ Company name listed as sponsor on Downtown Davidson's website.
- ✚ Company name appears in all press releases, distributed to 72 local and regional media outlets.



April is for Arts: Public Art on the Green

Davidson merchants partner with local artists to create rockin' works of art that line the streets of Davidson and surrounding community to remind residents and visitors that April is for Arts.



Artwork Sponsor

\$200

- ✦ Sponsor's name will appear on a nameplate on the artwork.
- ✦ Company name appears in all press releases, distributed to 72 local and regional media outlets.
- ✦ Sponsor maintains ownership of the artwork or may donate it to Town Day auction.

April is for Arts Benefits at a Glance

Benefit	AOG Benefactor	AOG Patron	AOG Sustaining	AOG Supporting	GC Trolley	Public Art
Charlotte Observer Insert	Cover logo	Logo	Logo	Name	Logo	
Charlotte Observer ad	1/6 page	1/6 page				
Press releases						
Websites	Logo/Link	Logo	Logo	Logo	Logo	
Posters	Logo	Logo	Logo			
Banners	Logo	Logo				
Site Signage	Logo	Logo	Logo			
Newsletters	Logo	Logo				
Announcements						
Onsite hospitality/sampling						
Signage on both sides of vehicle					Name/Logo	
Gallery Crawl Map					Logo	
Name on public art						

Concerts ON THE GREEN

DOWNTOWN DAVIDSON INC

Concerts on the Green is a series of concerts held on Sunday evenings from the end of April through September on the Village Green in downtown Davidson. Each year, thousands of residents and visitors enjoy a variety of musical entertainment – jazz, blues, rock, classical, country and more -- with friends and family.



Maestro (2)

\$1,000

- ✦ Company name/logo appears prominently on posters displayed throughout the region during the entire concert season.
- ✦ Company-supplied banner displayed near concert stage.
- ✦ Company is provided with a hospitality tent and may distribute information/items
- ✦ Company logo and link appears on Downtown Davidson Inc. website.
- ✦ Company name appears in press release for designated concert event, distributed to 72 local and regional media outlets.
- ✦ Company is recognized at concert event.

Composer (2)

\$500

- ✦ Company name/logo appears on posters displayed throughout the region during the entire concert season.
- ✦ Company-supplied hospitality tent for distribution of information/items.
- ✦ Company-supplied banner displayed at hospitality tent.
- ✦ Company logo and link appears on Downtown Davidson Inc. website.
- ✦ Company name appears in press release for designated concert event, distributed to 72 local and regional media outlets.
- ✦ Company is recognized at concert event.

Soloist (2)

\$250

- ✦ Company name/logo appears on posters displayed throughout the region during the entire concert season.
- ✦ Company listed as sponsor on Downtown Davidson Inc. website.
- ✦ Company name appears in press release for designated concert event, distributed to 72 local and regional media outlets.
- ✦ Company is recognized at concert event.

Concerts on the Green Benefits at a Glance

Benefit	Maestro	Composer	Soloist
Concert Posters	Name/Logo	Name/Logo	Name/Logo
Banners	Concert Stage	Corporate Tent	
Press Releases			
Websites	Logo/Link	Logo/Link	Name
Announcements			
Hospitality tent supplied; sampling allowed			



The *Davidson Farmers Market* – which runs every Saturday morning from May through October -- brings together the region’s vibrant agricultural community and residents of the North Mecklenburg area to create a lively gathering place for meeting friends and enjoying the bounty of local harvests.



Patron Sponsor

SOLD OUT

- ✚ Company name/logo on Davidson Farmers Market banners (May-October) at Main/Concord and onsite
- ✚ Company name/logo on DavidsonNews.net banner ad
- ✚ Logo in Lake Norman Magazine ad (May issue)
- ✚ Logo and link on DFM website home page
- ✚ Logo and link on Downtown Davidson Inc. website
- ✚ Tent and table on market days for promotional purposes
- ✚ Logo on DFM t-shirts
- ✚ Logo on 100 posters posted throughout the community
- ✚ Logo on 1,000+ flyers distributed in area schools and businesses
- ✚ Company name in all press releases
- ✚ Prominent placement in all weekly e-newsletters

Advocate Sponsor (2)

\$600

- ✚ Company name/logo on Davidson Farmers Market onsite banner (May-October)
- ✚ Logo and link on DFM website
- ✚ Logo and link on Downtown Davidson Inc. website
- ✚ Logo on DFM t-shirts
- ✚ Logo on 100 posters posted throughout the community
- ✚ Logo on 1,000+ flyers distributed in area schools and businesses
- ✚ Ability to distribute materials at Headquarters tent at the Market
- ✚ Company name in all press releases
- ✚ Inclusion in all weekly e-newsletters

Supporting Sponsor (7)

\$300

- ✚ Company name/logo on Davidson Farmers Market onsite banner (May-October)
- ✚ Logo and link on DFM website
- ✚ Logo and link on Downtown Davidson Inc. website
- ✚ Company name in all press releases
- ✚ Inclusion in all weekly e-newsletters

Friend Sponsor

\$125

- ✚ Logo and link on DFM website
- ✚ Company name in all press releases
- ✚ Inclusion in all weekly e-newsletters



Davidson Farmers Market Benefits at a Glance

Benefit	Patron	Advocate	Supporting	Friend
DFM Banners/May thru October	Name/Logo	Name/Logo	Name/Logo	
DavidsonNews.net ad	Name/Logo			
Lake Norman Magazine ad - May issue	Logo			
Press releases				
Websites	Logo/Link	Logo/Link	Logo/Link	Logo/Link
Posters	Logo	Logo		
Flyers	Logo	Logo		
T-shirts	Logo	Logo		
Weekly e-Newsletter	Logo	Logo	Name	Name
Onsite hospitality/sampling	Tent provided	At HQ tent		


Friends of Downtown Davidson Inc. Sponsorship

Downtown Davidson, Inc. is a non-profit organization of retailers, businesses, property owners and residents in Davidson whose mission is to improve, preserve and promote downtown Davidson as a commercial, cultural and social center.

As a Friend of DDI, you will help support this mission and underwrite the many events that DDI brings to the citizens of Davidson.

Friend of DDI Sponsor

\$250

 Name and website link (when applicable) listing on DDI website

Sponsorship Order Form

Please fill out this information form and fax it back to Downtown Davidson Inc. at 704-892-3971 or call 704-892-2118 for more information.

Name _____

Title _____

Company _____

Address _____

Email _____

Phone _____ Fax _____

Please check the Sponsorship level that you are interested in:

Main Events

- Official Sponsor (\$10,000)
- Platinum Sponsor (\$7,500)
- Gold Sponsor (\$5,000)

Christmas in Davidson

- | | |
|---|--|
| <input type="checkbox"/> Angel (\$5,000) | <input type="checkbox"/> Hay Wagon (\$1,000) |
| <input type="checkbox"/> Santa House (\$2,500) | <input type="checkbox"/> Elf (\$500) |
| <input type="checkbox"/> Trolley (\$2,000) | <input type="checkbox"/> Reindeer (\$250) |
| <input type="checkbox"/> Carriage (\$1,500) | <input type="checkbox"/> Shepherd (\$150) |
| <input type="checkbox"/> Children's Train (\$1,500) | |

April is for Arts

- | | |
|---|--|
| <input type="checkbox"/> Benefactor (\$1,500) | <input type="checkbox"/> Supporting (\$250) |
| <input type="checkbox"/> Patron (\$1,000) | <input type="checkbox"/> Gallery Crawl Trolley (\$1,000) |
| <input type="checkbox"/> Sustaining (\$500) | <input type="checkbox"/> Public Art (\$200) |

Concerts on the Green

- Maestro (\$1,000)
- Composer (\$500)
- Soloist (\$250)

Davidson Farmers Market

- | | |
|--|---|
| <input type="checkbox"/> Patron (\$1,200/SOLD OUT) | <input type="checkbox"/> Supporting (\$300) |
| <input type="checkbox"/> Advocate (\$600) | <input type="checkbox"/> Friend (\$125) |

Friend of DDI

- Friend Sponsor (\$250)

Downtown Davidson Inc. is a 501(c) 3 not-for-profit corporation. All sponsorship contributions are tax deductible. Payment plans are available upon request.