

DOWNTOWN MIDLAND SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities Available for DOWNTOWN MIDLAND 2025 EVENTS

Contribute to the fun in Downtown Midland and promote your business in the process!

We are looking for a few businesses to partner with Downtown Midland on the community events listed below:

**Shamrock Sip & Strut
Theme Nights - Commons Live Music Series
Taste Of Downtown
Jingle Bell Fun Run
Holly Jolly Days**

Keep reading to learn more about the sponsorship opportunities available and how your business can benefit.

For questions or more information, please contact Downtown Events Coordinator, Kristina Loeffler at kloeffler@midland-mi.org or (989) 837-3303.



DOWNTOWN MIDLAND SPONSORSHIP OPPORTUNITIES



SHAMROCK SIP & STRUT - MARCH 14

\$500



SUPPORTING SPONSOR (2)

- All white business logo printed on back of Shamrock Sip & Strut t-shirts.
- All advertisements and news releases will mention Shamrock Sip & Strut is sponsored by your business.
- Social media mentions on posts about Shamrock Sip & Strut.
- Logo on the Downtown Midland Shamrock Sip & Strut website pages.

THEME NIGHT GIVEAWAYS

\$300

COMMONS LIVE MUSIC SERIES - DATE TBD



SUPPORTING SPONSOR (2)

- All advertisements and news releases will mention giveaways are provided by your business.
- Social media mentions on posts that mention the theme night
- Logo on the Downtown Midland theme night website pages.
- Opportunity to include a business flyer to set out on Downtown table

TASTE OF DOWNTOWN - SEPTEMBER 11

PRESENTING SPONSOR (1)

\$1,000

- Logo on all Taste of Downtown print materials and digital graphics.
- All advertisements and news releases will mention Taste of Downtown is presented by your business.
- Full page advertisement for your business will be included in the Taste of Downtown Passport
- Social media mentions on posts about Taste of Downtown.
- Logo on the Downtown Midland Taste of Downtown website pages.
- Opportunity to include a business flyer in each giveaway bag



SUPPORTING SPONSOR (2)

\$500

- Logo on all Taste of Downtown print materials and digital graphics.
- Name mention in all print news releases.
- 1/2 page advertisement for your business will be included in the Taste of Downtown Passport
- Social media mentions on posts about Taste of Downtown.
- Logo on the Downtown Midland Taste of Downtown website pages.
- Opportunity to include a business flyer in each giveaway bag

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JINGLE BELL FUN RUN- DECEMBER 4

\$300



SUPPORTING SPONSOR (2)

- All advertisements and news releases will mention Jingle Bell Fun Run/Walk sponsored by your business.
- Social media mentions on posts about Jingle Bell Fun Run/Walk.
- Logo on the Downtown Midland Jingle Bell Fun Run/Walk website pages.

HOLLY JOLLY DAYS- DECEMBER 5-7

\$1,000



HORSE & CARRIAGE RIDES (3)

- Name on all Holly Jolly print materials and digital graphics.
- Name mention in all print news releases.
- Social media thank you posts throughout the Holly Jolly Days season.
- Logo on the Downtown Midland Commons Live Music Series website
- Logo included on event banners hung along the carriage during the event.

OTHER EVENT OPPORTUNITIES

TBD

There may be other event partnership opportunities available throughout the year. If you're interested in exploring these options, please reach out to the Downtown Events Coordinator, Kristina Loeffler, at kloeffler@midland-mi.org or (989) 837-3303 for more information.

