



2018

Downtown Indiana
Partnership Opportunities

FIRST COMMONWEALTH BANK IT'S A WONDERFUL LIFE FESTIVAL

NOVEMBER 17—DECEMBER 16, 2018

For 20 years, Indiana has celebrated the start to the holiday season with the Lucy Donnelly Holiday Parade & Festival on the Friday evening before Thanksgiving. Each year, the crowd grows and the parade gets a little larger, as downtown Indiana lights up. In 2016 Downtown Indiana expanded upon this one-night tradition, and for the past two years has hosted 5 weeks of music, activities and fun. In 2018, plans include expanding activities throughout downtown and developing more options for Friday evenings, while keeping Saturday focused on kids & families—and Santa!

Sponsorship Levels

Naming Sponsor

3 Year Commitment - \$7500 year one, \$6500 year two, \$6500 year three

1 Year Commitment—\$7500

- Exclusive to one sponsor
- Company name/logo becomes incorporated into event name and will appear on all event materials including but not limited to flyers, email promotions, and print/broadcast advertising
- Signage at event and verbal recognition from stage for the duration of event
- Acknowledgement on both IAWL and DI website/social media
- Opportunity to distribute sponsor-provided marketing materials during festival
- First right of refusal following year

SOLD

Gold Sponsor—\$5,000

3 Year Commitment—\$5,000 year one, \$4,000 year two, \$4,000 for year three

1 Year Commitment—\$5,000

- Exclusive to one sponsor
- Recognition as Gold Sponsor on all event printed materials
- Signage at event and verbal recognition from stage for the duration of event
- Opportunity to distribute sponsor-provided marketing materials during festival
- Acknowledgement on both IAWL and DI website/social media.
- First right of refusal following year

Holiday Movies Naming Sponsor-\$1,500

- Exclusive to one sponsor.
- Company name/logo becomes incorporated into event name and will appear on all event materials including but not limited to flyers, email promotions, and print/broadcast advertising
- Opportunity to distribute sponsor-provided marketing materials during movies
- Acknowledgement on both IAWL and DI website/social media
- Signage at theater during movies acknowledging sponsorship and ability to show commercial prior to movie
- First right of refusal following year

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IAWL Sponsorship Levels (cont'd)

Individual Weekend Sponsor—\$1200

- Exclusive to one sponsor per weekend
- Recognition as a Weekend Sponsor on all event printed materials.
- Recognition in all advertising for individual weekend
- Signage at event during sponsored weekend
- Acknowledgement on both IAWL and DI website/social media

Holiday Structure Sponsor —\$1,000

- Exclusive to one per structure
- Recognition as Structure Sponsor on all event printed materials
- Signage on sponsored structure for the duration of the festival
- Acknowledgement on both IAWL and DI website/social media

Activity Sponsor—\$500

- One sponsor per activity
- Recognition as Activity Sponsor on all event printed materials
- Signage at sponsored activity
- Acknowledgement on both IAWL and DI website/social media

Entertainment Sponsor—\$500

- Recognized as sponsor for one day's entertainment
- Recognition as Entertainment Sponsor on all event printed materials
- Signage at sponsored entertainment
- Acknowledgement on both IAWL and DI website/social media

Santa Supporter —\$250

- Recognition on signage at festival
- Acknowledgement on IAWL and DI websites, social media and in the DI newsletter

Ho Ho Helper—\$100

- Acknowledgement on IAWL and DI websites, social media and in the DI newsletter





Downtown Indiana Sponsorship Commitment Form

Name of sponsor as it should be appear on materials:

Contact Title _____

Phone E-Mail _____

Event _____ Sponsorship Level _____

Event _____ Sponsorship Level _____

Event _____ Sponsorship Level _____

Event _____ Sponsorship Level _____

Event _____ Sponsorship Level _____

Linda G. Mitchell
Executive Director
Downtown Indiana

Sponsor Representative

THANK YOU

Downtown Indiana appreciates your support!