

2012 Downtown Summer Series Event Sponsorship Opportunities



The Out to Lunch and Downtown ToNight series bring approximately 5,000 people to Downtown Missoula each week of the summer for live music, food and fun. These events provide a great opportunity to display and promote your business. As a previous supporter of Out to Lunch and/or Downtown ToNight, please take this opportunity to reserve your sponsorship this summer.

Yes! Please sign me up to sponsor:

OUT TO LUNCH and/or
 DOWNTOWN TONIGHT

OUT TO LUNCH SPOTLIGHT \$400
DOWNTOWN TONIGHT SPOTLIGHT \$400

Special Spotlight Sponsorship Savings

Sponsor both and receive \$100 off.

That's over \$10,000 in exposure for just \$700!

OTHER OPPORTUNITIES TO SUPPORT THE PROGRAMS

Gold Sponsor: \$250-\$399

Silver Sponsor: \$150-\$249

Bronze Sponsor: less than \$150

**At these levels, you receive a listing in the programs (10,000 distribution) and stage announcements at the event.*

*Please rank your preferred dates
by marking with a 1, 2, and 3*

Business Name:

Business Address:

City, State, ZIP:

Phone Number:

Contact Person:

Email Address:

Please make checks payable to the MDA.
Mail or fax form to:

Missoula Downtown Association
218 E. Main St, Ste C
Missoula, MT 59802
Ph: 406-543-4238
Fax: 406-543-9831

Out to Lunch
13-week season

Downtown ToNight
13-week season

<input type="checkbox"/> June 6	<input type="checkbox"/> June 7
<input type="checkbox"/> June 13	<input type="checkbox"/> June 14*
<input checked="" type="checkbox"/> SOLD OUT June 20	<input type="checkbox"/> June 21*
<input type="checkbox"/> June 27	<input type="checkbox"/> June 28*
<input type="checkbox"/> July 4	<input type="checkbox"/> July 5
<input type="checkbox"/> July 11	<input checked="" type="checkbox"/> SOLD OUT July 12
<input type="checkbox"/> July 18	<input checked="" type="checkbox"/> SOLD OUT July 19
<input type="checkbox"/> July 25	<input type="checkbox"/> July 26*
<input checked="" type="checkbox"/> SOLD OUT August 1	<input type="checkbox"/> August 2*
<input type="checkbox"/> August 8	<input type="checkbox"/> August 9
<input type="checkbox"/> August 15	<input type="checkbox"/> August 16
<input type="checkbox"/> August 22	<input type="checkbox"/> August 23*
<input type="checkbox"/> August 29	<input type="checkbox"/> August 30

*2 Spotlights Sponsorships available per week, unless noted with an asterisk, which denotes 3.

Deadline: March 31st



Out to Lunch and Downtown ToNight Spotlight Sponsorship Benefits

In exchange for your contribution, you will receive:

- On-site exposure at the event with an 8-foot table display and the opportunity to distribute promotional materials from your table.
- Opportunity to display your business banner from the stage, above your table and/or on the Higgins Avenue bridge.
- Listing on MDA website under your reserved program date(s).
- Advertising on Cherry Creek Radio stations (Z100, Eagle 93, Star FM, B106.7 FM, KYLT 1340 AM and KGRZ "Sports Talk" 1450 AM). Your business name mentioned in 100 promotional live liners on the FM stations, 50 promotional liners per week on the AM stations, 60 produced commercial messages (all six stations), and mention during 3 live morning show interviews with MDA staff on the FM stations during your event week.
Total Radio Value = \$4,400 per event; \$8,800 with dual sponsorship
- Listing on Cherry Creek Radio information hot lines and websites.
Value = \$800 per event; \$1,600 with dual sponsorship
- Three live on-stage announcements during your sponsored program.
- Listing in the event programs (10,000 copies), distributed city-wide, as the **Spotlight Sponsor of the Day**.

OUT TO LUNCH SPOTLIGHT SPONSORSHIP \$400
DOWNTOWN TONIGHT SPOTLIGHT SPONSORSHIP \$400

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Spotlight Sponsorships are limited.*
Reserve your spot today!

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unless noted otherwise on front of form.
The MDA reserves to add more dates as necessary.