

Connect with Downtown Missoula...



2020 Sponsorship Opportunities



MISSOULA
Downtown
CONNECTING OUR
COMMUNITY

THE MISSOULA DOWNTOWN ASSOCIATION PRODUCES OVER 30 PUBLIC EVENTS EVERY YEAR, CONNECTING MORE THAN 250,000 PEOPLE TO THE HEART OF DOWNTOWN MISSOULA. SHOWCASE YOUR BUSINESS TO THE MISSOULA COMMUNITY BY SUPPORTING THESE QUALITY EVENTS.

The Importance of Sponsoring MDA Events

Building the Economy: MDA's community events bring more than 250,000 people to the heart of Missoula who spend time and money in our city center.

Access for All: MDA believes folks of all socioeconomic backgrounds should have access to quality community events free of charge - all MDA events are open to the public with no admission fee. Support from local businesses help keep events free for all.

Business Exposure: Sponsorship of MDA events gives you direct contact with thousands of attendees. This exposure allows you to have 'top-of-mind' awareness when individuals think and talk about businesses in Missoula.

Business Reflection: Supporting MDA events reflects positively on you and your business - potential customers associate your business with community events that benefit everyone.

Supporting What You Love about Downtown: Revenues generated from MDA events help fund non-revenue generating programs. Examples include flower baskets, holiday decor, Downtown Gift Cards, marketing, advocacy, and more.

Missoula's Sense of Place: MDA community events contribute significantly to our sense of place. They help form our community character and create a place folks want to live, work, and play in.

Keeping it Local: Your sponsorship dollars keep money circulating in our local economy. Sometimes that one dollar can circulate up to seven times when spent with a local business or non-profit organization.

Support the MDA: Your support of these events contributes significantly to the MDA's mission to "promote, support, and enhance the vitality of Downtown Missoula for the betterment of our community."

Missoulians are more than willing to come out and enjoy brews, mixed-drinks, and family activities no matter the weather - even in the dead of winter! For 2020, the Winter BrewFest is aimed at bringing families out to enjoy the snow, friends out to enjoy some drinks, and the entire community out to enjoy music and food. Sponsorship opportunities allow your business to take center stage during the event and get in front of several thousand lovers of winter.

Produced by the Missoula Downtown Association, this premier Downtown winter event will take place on **Saturday, February 29, 2019** in the heart of Downtown, Caras Park, from 2-8pm.



Polar Vortex Title Sponsorship - \$3,000

(only one available)

1. Logo on all 2020 ordered Winter BrewFest glasses
2. Opportunity to have own 10x20 branded booth at event (if brewery, pour from own tent w/ ability to sell merchandise)
3. Banner(s) at the event
4. Logo on posters
5. Logo on print advertising
6. Sponsor recognition in all radio ads
7. Recognition on TV and Radio interviews done by MDA staff
8. Recognition in emcee announcements
9. Recognition on all Social Media posts
10. Twelve (12) FREE Admissions

Note: If craft brewery, exclusivity as only brewery sponsor; 4 taps at event

Snow Squall Sponsorship - \$1,000

(only four available)

1. Banner at the event
2. Logo on posters
3. Logo on print advertising
4. Sponsor recognition in all radio ads
5. Recognition on TV and Radio interviews done by MDA staff
6. Recognition in emcee announcements
7. Recognition on all Social Media posts
8. Six (6) FREE Admissions

Fresh Powder Sponsorship - \$500

(unlimited)

1. One banner hung in Caras Park during the event
2. Line credit on full-color posters
3. Line credit on print advertising
4. Recognition in emcee announcements
5. Four (4) FREE Admissions

Apres Ski Sponsorship- \$250

(unlimited)

1. Line credit on full-color posters
2. Line credit on print advertising
3. Recognition in emcee announcements
4. Two (2) FREE Admissions

Brewery Row - \$700

(6 spots available; breweries only)

1. Set up a private, branded 10x10 tent to pour beer from
 2. Ability to sell merchandise
- *Note: MDA volunteers will pour the beer. Brewery reps are not allowed to give out free samples; the MDA will purchase the kegs.

Winter Shop Row - \$250 (per 10x10 space)

(6 spots available)

1. Set up a private, branded 10x10 (or larger) tent to promote business & sell merchandise
2. Listing on full-color posters
3. Listing on print advertising
4. Two (2) FREE Admissions

Sponsorship Level: _____

BUSINESS/ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ **EMAIL ADDRESS:** _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.

The Missoula Downtown Association will celebrate 28 years of the best and longest running beer festival in Montana. Garden City BrewFest will be **Saturday, May 2, 2019** in Caras Park from 12-8pm in the heart of Downtown Missoula.

This annual rite of spring- created in 1993 by BRIW Inc - was gifted to the Missoula Downtown Association in 2003 and has grown exponentially since. This event is one of the most well-known, prestigious beer festivals in Montana.



Brew Master Title Sponsorship - \$3,000 (only two available)

1. Logo on all 2020 Garden City BrewFest glasses
2. Opportunity to have booth at event
3. Banner(s) at the event
4. Logo on posters
5. Logo on print advertising
6. Logo on all Event Volunteer T-shirts
7. Sponsor recognition in all radio ads
8. Recognition on TV & Radio interviews done by MDA staff
9. Recognition in emcee announcements
10. Recognition on all Social Media posts
11. Twelve (12) FREE Admissions

Pint Sponsorship - \$500 (unlimited)

1. One banner hung in Caras Park during the event
2. Line credit on full-color posters
3. Line credit on print advertising
4. Recognition in emcee announcements
5. Four (4) FREE Admissions

Hops Sponsorship - \$1,000 (only four available)

1. Banner at the event
2. Logo on posters
3. Logo on print advertising
4. Logo on all Event Volunteer T-Shirts
5. Sponsor recognition in all radio ads
6. Recognition on TV and Radio interviews done by MDA staff
7. Recognition in emcee announcements
8. Recognition on all Social Media posts
9. Six (6) FREE Admissions

Taster Sponsorship - \$250 (unlimited)

1. Line credit on full-color posters
2. Line credit on print advertising
3. Recognition in emcee announcements
4. Two (2) FREE Admissions

Sponsorship Level: _____

BUSINESS/ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ **EMAIL ADDRESS:** _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.

Mail form to 218 E. Main St. - Suite C, Missoula, MT 59802 or via email (lincoln@missouladowntown.com)

Form should be received by **March 27, 2020**. Payment should be received by **May 1, 2020**.

The Missoula Downtown Association brings you the 35th Annual Out to Lunch and 20th Annual Downtown ToNight Summer Series. These 26 individual events bring the community and visitors alike into the heart of Missoula - Caras Park - all summer long. Each week, approximately 5,000 people are drawn to Downtown Missoula for live music, food and fun. Out to Lunch and Downtown ToNight provide a great opportunity to display and promote your business to thousands of potential customers and clients.



Exclusive & Spotlight Sponsorship Benefits

In exchange for your support, you will receive:

- ☐ Listing in the event programs distributed city-wide, as the **Spotlight or Exclusive Sponsor of the Day**
- ☐ On-site exposure at the event with an 8-foot table display and the opportunity to distribute promotional materials from your table (*interactive activities such as games and prize give-aways are strongly encouraged to attract patrons to your table*)
- ☐ Opportunity to display your business banner within event area.
- ☐ Live on-stage mentions during your Spotlight/Exclusive date(s)
- ☐ Opportunity to speak in-between band sets on your Spotlight/Exclusive date(s)
- ☐ Listing on the Out to Lunch and/or Downtown ToNight events pages on missouladowntown.com with a link to your company's website
- ☐ Listing on print advertising
- ☐ Recognition in all radio advertising for your Spotlight/Exclusive date(s)
- ☐ Recognition in Missoula Downtown Out to Lunch and Downtown ToNight related social media posts in week leading up to your event
- ☐ Have other ideas on how you'd like to showcase your business to the crowd during your date(s)? Let us know! We are always open to new, fun, and exciting ideas!

OUT TO LUNCH SPOTLIGHT SPONSORSHIP

(up to 3 sponsors per date) - \$500

DOWNTOWN TONIGHT SPOTLIGHT SPONSORSHIP

(up to 3 sponsors per date) - \$500

Special Spotlight Sponsorship Savings

Sponsor both programs and receive \$100 off.
That's over \$10,000 in exposure for just \$900!

EXCLUSIVITY SPONSORSHIP - \$1,500

Get the full attention of those attending Out to Lunch and/or Downtown ToNight.

Have your business be the ONLY sponsor on a specified date!

OTHER OPPORTUNITIES TO SUPPORT THE PROGRAMS

Gold Sponsor: \$250-\$450

Silver Sponsor: \$150-\$249

Bronze Sponsor: less than \$150

*At these levels, you receive listing in the program (8,000 copies distributed) and recognition in announcements at each event



FOR MDA OFFICE USE ONLY
MDA Staff must confirm your sponsorship date

Out to Lunch 13-week season

Downtown ToNight 13-week season

_____ June 3	_____ June 4
_____ June 10	_____ June 11
_____ June 17	_____ June 18
_____ June 24	_____ June 25
_____ July 1	_____ July 2
_____ July 8	_____ July 9
_____ July 15	_____ July 16
_____ July 22	_____ July 23
_____ July 29	_____ July 30
_____ August 5	_____ August 6
_____ August 12	_____ August 13
_____ August 19	_____ August 20
_____ August 26	_____ August 27



SPONSORSHIP LEVEL: _____

BUSINESS / ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ EMAIL ADDRESS: _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.

First Right of Refusal for 2019 Sponsors Deadline: **March 6, 2020**

Sponsorship Date Final Deadline: **April 24, 2020**

Out to Lunch & Downtown ToNight



15th ANNUAL CELEBRATION OF THE MISSOULA EXPERIENCE
AUGUST 28-29, 2020



ATHENA PHOTOGRAPHY

WWW.RIVERCITYROOTSFESTIVAL.COM



SYNOPSIS

Produced by the Missoula Downtown Association as the community’s signature celebration, the River City Roots Festival is on to the top of Montana’s “must-do” list. Recognized as the 2009 Montana Tourism Event of the Year, Roots Fest draws more than 15,000 individuals to the heart of the community each year for a variety of fun activities. This free festival features first-class art and entertainment for both residents and visitors. With quality live performances on the main stage on West Main Street, an art show, entertainment for children and families, and a 4-Mile Run through the heart of Missoula, Roots Fest brings a weekend of family fun to the community. In order to produce this free community event, the MDA must raise nearly \$100,000 in sponsorships. The long-term goal of the festival is to draw attendance from both the local area and a regional base to improve the economy of Missoula and emphasize Missoula as the region’s desitination for art, music, and commerce.

WHEN

**FRIDAY & SATURDAY
AUGUST 28-29, 2020**

WHERE

**DOWNTOWN
MISSOULA, MONTANA**

PURPOSE

- Celebrate the community of Missoula
- Develop and sustain the region’s largest signature festival
- Increase customers and revenue for the Missoula business community
- Showcase Downtown Missoula as Western Montana’s gem
- Showcase some of the region’s most talented artists (art and music)
- Emphasize family fun and fitness
- Expose the region to all the great aspects of Missoula

OPPORTUNITIES

- Roots Fest draws more than 15,000 people each year. This is an incredible opportunity to support the community, have exposure for your business, and gain new customers. Sponsorship of Roots Fest is a great way to:
- Launch new products and services
 - Align your brand with the Roots Fest experience
 - Engage consumers in a meaningful way
 - Entertain clients and employees
 - Obtain valuable positive exposure to thousands of attendees



POSSIBLE SPONSOR BENEFITS

- VIP backstage passes
- Logo prominently displayed on signage
- Logo on Roots Fest website (www.rivercityrootsfestival.com) with link to your website
- Logo on festival cups (limited to Title, Main Stage, and Green sponsors)
- Logo on event t-shirts
- Street space for business booth/table to directly promote your business
- Public address recognition and presentation on the Main Stage
- Name on all "Thank You" signage and advertising
- Other options per sponsor request

TITLE SPONSOR (\$20,000)



- Exclusivity as Title Sponsor
- 10 VIP backstage passes for the weekend
- Inclusion in all social media communications
- Logo prominently displayed on all festival signage and event banners
- Opportunity to hang banner in the Main Stage area (business supplies banner)
- Logo on all event t-shirts
- Logo prominently displayed on Main Stage schedule in all hand bills
- Logo on festival cups
- Name in all festival press releases
- Public address recognition and presentation on the Main Stage
- Other options per sponsor request

MAIN STAGE SPONSOR (\$6,000) LIMITED TO 4 SPONSORS

Musical entertainment is the main draw for Roots Fest. Live music takes place Friday and Saturday on Main Street.

- 6 VIP backstage passes
- Opportunity to hang banner in the Main Stage area (business supplies banner)
- Significant presence on Main Stage promoting business sponsorship
- Logo on festival cups
- Logo prominently displayed on Main Stage schedule in all hand bills
- Logo on all event t-shirts
- Name in all press releases pertaining to event entertainment



SATURDAY FAMILY ROOTS FEST SPONSOR (\$3,000) LIMITED TO 4 SPONSORS



Missoula is Montana's first Playful City USA. With this designation, Missoula becomes a national role model, leading the way for play and growing the next generation of healthy and productive adults. Roots Fest hosts all the children's and family activities in Caras Park, entertaining 3,000-4,000 children and their families. Dozens of local organizations provide fun and educational activities including kid-friendly performances, games, crafting, children's music, youth rock band showcase and more. Help us grow our "Family Roots" by sponsoring this portion of the event.

- 4 VIP backstage passes
- Banner prominently displayed in Caras Park (business supplies banner)
- Logo prominently displayed on Family Fun Festival Signage
- Logo on all volunteer t-shirts (250 shirts)
- Logo on Family Fun Festival's webpage (www.rivercityrootsfestival.com) with link to your website
- Name listed on all festival press releases
- Opportunity to emcee at Youth Performance Stage
- Other options per sponsor request

ART SHOW SPONSOR (\$3,000) LIMITED TO 4 SPONSORS

Roots Fest is a showcase of the visual arts alongside musical art. More than 30 local and regional artists participate in the Art Show featuring painting, photography, pottery, sculpture, jewelry, textile arts, and wood, all front and center on Main Street both days of the festival. This component of Roots Fest creates a full-circle experience for those who appreciate art both visually and musically.

- 2 VIP backstage passes
- Logo on Art Show posters
- Logo prominently displayed on Art Show signage
- Logo on volunteer t-shirts
- Banner prominently displayed at the Art Show (business supplies banner)
- Name listed on all festival press releases
- Other options per sponsor request

GREEN SPONSOR (\$3,000) LIMITED TO 4 SPONSORS

We are proud to be working towards making the River City Roots Festival more "green." Steps being taken to make this event more sustainable include partnering with the Climate Smart Missoula "Green Team" to educate festival-goers on recycling opportunities in Missoula, providing water stations to cut down on plastic water bottles, reusable cups for beverages, use of alternative energy sources, and use of recycled paper and inks in print marketing with additional opportunities arising every year. In 2019, we implemented a way to compost disgarded food. We are committed to taking steps to making Roots Fest completely green.

- 4 VIP backstage passes
- Logo prominently displayed on greening signage
- Logo on Green Team & volunteer t-shirts
- Logo on recycling signage
- Other options per sponsor request

FOOD COURT SPONSOR (\$3,000) LIMITED TO 4 SPONSORS

A food court of 15-20 local food vendors is placed between the activities on Main Street and those in Caras Park. With the Court's central location, it is one of the heaviest trafficked areas of the festival. In addition, Missoula is seeing a mobile culinary boom with the addition of high-end food trucks and carts serving some of the best cuisine in the city. Don't miss the opportunity to be a part of the culinary experience of the festival by sponsoring this portion of the event.

- 4 VIP backstage passes
- Logo prominently displayed on Food Court signage
- Logo on table toppers in Food Court area
- Logo on Food Court listing in festival program
- Logo on all volunteer t-shirts
- Other options per sponsor request





ROOTS RUN SPONSOR LIMITED TO 4 SPONSORS

Missoula's healthy environment is the heart of the festival's 4-Mile Run through the University District, along the river, and ending in Caras Park. The 4-Mile Run is open to individuals of all ages, including parents with strollers, young children, and seniors. With over 500 runners in 2019 and more than \$4,500 in cash and prizes awarded to participants, this run is a "must-do" activity on everyone's list.

- 4 VIP backstage passes
- Logo prominently displayed on Run signage
- Logo on all race t-shirts
- Logo on all volunteer t-shirts
- Banner prominently displayed at finish line
- Other options per sponsor request



HOSPITALITY SPONSOR (\$3,000) LIMITED TO 4 SPONSORS

Roots Fest is all about our community and we couldn't put on the event without a collective effort. Over 200 volunteers help make the event a success, and to thank them, a hospitality area is set up to provide them with free food and drinks. In addition to hospitality for the volunteers, a backstage hospitality area is set up for the performers and main-stage crews.

- 4 VIP backstage passes
- Logo on all volunteer t-shirts
- Logo prominently displayed on hospitality signage
- Banner prominently displayed in the festival area
- Name listed on all festival press releases
- Other options per sponsor request



OTHER SPONSOR LEVELS

We realize many people want to financially support this great community event, but may not be able to do so at the higher levels. Every year dozens of businesses contribute to Roots Fest as a Festival Patron Supporter. Every little bit helps to ensure Roots Fest admission remains free for everyone.

FESTIVAL PATRON (\$1,000)

- 2 VIP backstage passes
- Name listed in festival program
- Name listed on festival press releases

FESTIVAL SUPPORTER (\$500)

- Name listed in festival program

SPONSORSHIP SIGN-UP

Roots Fest



☐ **YES, PLEASE COUNT ME IN AS A SPONSOR OF THE RIVER CITY ROOTS FESTIVAL.**

I would like to sponsor at the following level:

- | | |
|--|---|
| <input type="checkbox"/> TITLE SPONSOR \$20,000 | <input type="checkbox"/> 4-MILE RUN SPONSOR \$3,000 |
| <input type="checkbox"/> MAIN STAGE SPONSOR \$6,000 | <input type="checkbox"/> HOSPITALITY SPONSOR \$3,000 |
| <input type="checkbox"/> FAMILY FUN FEST SPONSOR \$3,000 | <input type="checkbox"/> FESTIVAL PATRON \$1,000 |
| <input type="checkbox"/> ART SHOW SPONSOR \$3,000 | <input type="checkbox"/> FESTIVAL SUPPORTER \$500 |
| <input type="checkbox"/> GREEN SPONSOR \$4,000 | |
| <input type="checkbox"/> FOOD COURT SPONSOR \$3,000 | |

☐ **YES! I WOULD LIKE TO VOLUNTEER AT THE FESTIVAL! PLEASE CONTACT ME!**

Business Name: _____

Contact: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____



PLEASE SIGN UP TODAY!

**SPONSORSHIPS CAN BE PAID WITH CASH,
CHECK OR CREDIT CARD TO:**

Missoula Downtown Association
218 E Main St Ste C • Missoula, MT 59802
Phone: 406.543.4238 • Fax: 406.543.9831
info@missouladowntown.com • www.rivercityrootsfestival.com

DEADLINE: FRIDAY, APRIL 3, 2020

2019 Sponsors Deadline for First Right of Refusal: February 31, 2020

Celebrate the 17th year of the Parade of Lights with the Missoula Downtown Association.
This official kick-off to the holiday season will be held on
Saturday, December 5, 2020 throughout Downtown Missoula.

This holiday spectacular brings the community together starting in the morning with family friendly activities held at more than 20 businesses throughout Downtown. Santa arrives at the Missoula Mercantile Residence Inn by Marriott at 1pm and the Parade of Lights begins at 6pm on Higgins Ave. Following the parade, families and friends gather at the Downtown Tree for the annual lighting. Join in the fun with this community holiday event!



PARADE OF LIGHTS



Santa Title Sponsorship - \$1,500 (two available)

1. Business co-branded & attached to the event name in all advertising (i.e. "Parade of Lights brought to you by [business' name]")
2. Logo prominent in all print advertising
3. Logo prominent on event poster, schedule & handbills
4. Ability to promote business during all daytime activities and parade
5. Sponsor recognition in all radio ads
6. Sponsor recognition in announcements at tree lighting
7. FREE float in Parade of Lights

Star Sponsorship - \$750 (unlimited number available)

1. Sign/table at choice daytime activity
2. Sign/table at Bonfire & Tree Lighting
3. Logo in all print advertising and on event poster, schedule & handbills
4. Sponsor recognition in all radio ads
5. Sponsor recognition in announcements at tree lighting
6. FREE float in Parade of Lights

Sleigh Sponsorship - \$500 (unlimited number available)

1. Sign/Table at choice daytime activity
2. Logo on event poster, schedule & handbills
3. Line credit on print advertising
4. Recognition in announcements at tree lighting
5. FREE float in Parade of Lights

Snowman Sponsorship - \$250 (unlimited number available)

1. Line listing on event poster & handbills
2. Sponsor recognition in announcements at tree lighting
3. FREE float in Parade of Lights

Candy Cane Sponsorship - under \$250 (unlimited number available)

Recognition in announcements at tree lighting

Sponsorship Level: _____

BUSINESS/ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ **EMAIL ADDRESS:** _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.

Mail form to 218 E. Main St. - Suite C, Missoula, MT 59802 or via email (kalina@missouladowntown.com)
Form should be received by October 9, 2020. Payment should be received by November 25, 2020.

A holiday tradition since 1999, the Festival of Trees is a community celebration of the holiday season. The festival is a week-long experience for all ages in the heart of Downtown Missoula offering a variety of activities.

Activities include a public display of beautifully decorated trees, wreaths and other holiday items created by businesses, organizations, schools, and the general public, Teddy Bear Teas for children, a Merry Mimosa Brunch and an evening Holiday Soiree and Auction for adults. The Festival of Trees will be held December 3-13, 2020.



Ponderosa Presenting Sponsorship - \$10,000 (one available)

1. Business co-branded & attached to event name in all advertising
2. Logo prominent on all print advertising
3. Logo prominent on event poster, schedule, handbills, signage, etc.
4. Recognition in all radio/TV ads, social media posts etc.
5. Recognition in event announcements
6. Eight (8) tickets to FOT Party & Auction
7. Choice of raffle tree delivered to business post-event
8. Invitation to Artists' reception to preview trees

Douglas Fir Sponsor - \$3,000 (unlimited available)

1. Logo on event poster, schedule, handbill, signage, etc.
2. Business name included in all print advertising
3. Logo included on event web page
4. Sponsor recognition in limited social media posts
5. Recognition in event announcements
6. Four (4) tickets to FOT Party & Auction

Spruce Sponsor - \$5,000 (two available)

1. Logo on event poster, schedule, handbill, signage, etc.
2. Logo on all print advertising and event web page
3. Sponsor recognition in 50% of radio/TV ads, social media posts, etc.
4. Business banner in event space
5. Recognition in event announcements
6. Six (6) tickets to FOT Party & Auction
7. Invitation to Artists' reception to preview trees

Cedar Sponsor - \$1,000 (unlimited available)

1. Line listing on event posters, schedule, handbill, signage, etc.
2. Line listing on all print advertising
3. Line listing on event web page
4. Recognition in limited social media posts
5. Recognition in event announcements
6. Two (2) tickets to FOT Party & Auction

Sapling Sponsor - \$500 (unlimited available)

1. Line listing on event posters, schedule, handbill, signage, etc.
2. Line listing on all print advertising
3. Line listing on event web page
4. Recognition in event announcements

Sponsorship Level: _____

BUSINESS/ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ **EMAIL ADDRESS:** _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.

Mail form to 218 E. Main St. - Suite C, Missoula, MT 59802 or via email (chelsea@missouladowntown.com)
Form should be received by October 9, 2020. Payment should be received by November 25, 2020.

Downtown Missoula Partnership

Our vision is to lead and nurture a vibrant Downtown Missoula as a place where people are inspired to live, work, shop and play.

Business, Individual & Group Engagement Opportunities

Get the Information:

- Follow Missoula Downtown on Facebook, Instagram or Twitter
- Join the MDA Member Group on Facebook
- Sign up to receive the monthly Downtown Lowdown Digital Newsletter
- Sign up to receive the weekly E-News
- Sign up to receive information about Volunteer Opportunities
- Send an email to info@missouladowntown.com and let us know what information you want to receive!



Attend a Networking Social:

- MDA Luncheons are held the SECOND Tuesday of the month from 11:30am-1pm at rotating locations. Lunch is \$13 per person, and programming focuses on education, inspiration, and community. Learn more and RSVP each month here: [MDA Luncheon](#).
- Downtown on Tap is held the LAST Tuesday of the month from 5-7pm at rotating locations. Admission is free, friends are welcome. Hors d'ouerves and adult beverages are served. Know where to go here: [Downtown on Tap](#).



Volunteer for a Downtown Festival:

- Winter BrewFest, Garden City BrewFest, Out to Lunch Summer Series, Downtown ToNight Summer Series, River City Roots Festival, Parade of Lights and Festival of Trees. These significantly large community events require hundreds of volunteers each year.
- Sign up as an individual or as a group of employees. Wear your company logowear and make it a team-building activity. Sign up to receive volunteer invitations by sending your name, number and email address to info@missouladowntown.com. Assignments are varied, relatively short term (3-4 hours), and often times you receive complimentary food & beverage, and a t-shirt or cap as a thank you from our organization.

Attend Downtown Community Festivals and Events:

- Missoula is famous for its admission-free community festivals and events held in Caras Park. MDA plans and produces almost 40 of those special events, thanks to the generous support of Missoula-area businesses, vendors, bands and individuals. Your presence at these events is good for our organization and our community.
- Unseen Missoula is the new guided walking tours of Downtown Missoula. Invite new and long-standing employees to learn more about the Secrets of the Clark Fork or Basements & Back Alleys. Learn more here: [Unseen Missoula](#).



Photos by: Athena Photography

Connecting Our Community...



Attend MDA's Special Events:

- The Annual Awards Banquet in January, the Summer Barbecue in July, and the Best Holiday Party in Downtown each December bring 400-600 people together annually to celebrate the successes of Downtown, meet like-minded people, and enjoy good food and beverages together as a community. Come as individuals, or as a company group. Buy a table, bring a friend.

Join a Committee:

- If you are ready to make a higher level commitment, then consider joining a committee or board. Each year there are opportunities to help plan festivals, engage in advocacy initiatives, or assist with special projects. To learn more about committee needs and opportunities, contact the DMP office via phone (406-543-4238) or email (info@missouladowntown.com).



Buy Downtown Gift Cards:

- When you buy Downtown Gift Cards, those dollars go right back into the pockets of our Downtown business owners. You can buy them for any denomination at the DMP office (218 E. Main), online at [Missoula Downtown Gift Cards](http://MissoulaDowntownGiftCards.com), or at the MSO Hub (140 N. Higgins).

Buy Caras Cash:

- Want to treat someone at Out to Lunch or Downtown ToNight? Give them Caras Cash as a gift! You can buy Caras Cash at the DMP Office and use it at any of the vendors at Out to Lunch or Downtown ToNight. Call 406-543-4238 to place your order for pickup.

Support the Foundation:

- Invest in the future of Downtown Missoula by supporting the Missoula Downtown Foundation as a donor or a grantor. Give a planned gift to the Caras Park Endowment or the MDF Sustainability Fund. Be an annual donor and support a special project such as Caras Park Improvements, wayfinding or placemaking.
- Volunteer as a group to help plant the bulb-outs, paint a mural, hang the flower baskets, or replace the light bulbs on the holiday décor.

Participate in the Downtown Master Plan Update:

- 2019 is the year of the Downtown Master Plan Update. With public workshops, stakeholder meetings and surveys, there are ample opportunities to engage in building the community vision for Downtown Missoula.

Shop, Dine, Play, Stay Downtown:

- The more time and treasure you spend in Downtown Missoula, the stronger our city center is! Every interaction you have with a Downtown business strengthens the Downtown economy.



Photos by: Athena Photography

