

CONNECT WITH DOWNTOWN MISSOULA...



2021 SPONSORSHIP OPPORTUNITIES

MISSOULA Downtown CONNECTING OUR COMMUNITY



The Importance of Sponsoring MDA Events

No one could have ever predicted the significant impact that COVID-19 was going to make upon our community. From reduced capacity in our businesses to cancelled events, there was a significant amount of revenue lost. The MDA saw nearly all of their events in 2020 cancelled and lost nearly all of the Caras Park rentals, resulting in a loss of \$450,000 in revenue. But our organization is resilient and is looking forward to bringing the Heartbeat of Missoula to life again.

By sponsoring MDA events this year, no matter what form they take, you will be supporting our mission to lead and nurture a vibrant Downtown. Our staff works hard every day to create a Downtown where all are inspired to live, work, shop, and play, but we can not do it without the backing of our community partners.

MDA events have held a special place in the Missoula community for several generations and we look forward to bringing events to Downtown once again. By sponsoring an event in 2021, you are helping us reconnect our community when we need it most.

Linda McCarthy
Executive Director

MISSOULA Downtown CONNECTING OUR COMMUNITY



The Importance of Sponsoring MDA Events

Building the Economy: MDA's community events bring the community and visitors 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 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.

Supporting 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 love their brews and they are seeking opportunities for safe, outdoor spaces. As an alternative to Winter BrewFest, the MDA presents Brews n' Bonfires. Caras Park will come alive after a long winter with fire pits, a growler filling station, music, and good company. Missoulians are welcome to reserve a firepit for an hour and half, fill up a growler or two or three, and enjoy a safe, socially distanced space to gather with up to six friends and family.

This event will take place on **Saturday, March 27** in the heart of Downtown, Caras Park, from 12:00pm - 7:30pm.



BREWS N' BONFIRES

Growler Title Sponsorship - \$1,500
(only one available)

1. Logo on any print advertising
2. Logo on the missouladowntown.com event page
3. Logo on any on-site signage during event
4. Recognition in radio ads
5. Recognition in social media posts
6. Banners at the event
7. Opportunity to place swag items in a goodie bag for all renters
8. One fire pit rental (for up to six people) and two free growler fills

Pint Sponsorship - \$500
(only four available)

1. Logo on any print advertising
2. Logo on the missouladowntown.com event page
3. Logo on any on-site signage during event
4. Recognition in social media posts
5. Opportunity to place swag items in a goodie bag for all renters

Supporter Sponsorship - \$250
(unlimited)

1. Line credit on any print advertising
2. Line credit on any on-site signage during event
3. Logo on the missouladowntown.com event page

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 (kristen@missouladowntown.com)
Form should be received as soon as possible or by **March 15, 2021**. Payment to be invoiced should event occur.

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 _____ in the heart of Downtown, Caras Park, from 2-6pm.



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, exclusively as only brewery sponsor 4 taps at event

Snow Square Sponsorship - \$1,000

(only one 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

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

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

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: _____

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Mail form to 218 E. Main St. - Suite C, Missoula, MT 59802 or via email (kristen@missouladowntown.com)
Form should be received as soon as possible or by **January 3, 2020**. Payment should be received by January 31, 2020.

WINTER BREWFEST

The Missoula Downtown Association will celebrate 28 years of Montana's original and longest running BrewFest. Garden City BrewFest will take place (in some form) in 2021, but a date is still **TBD**.

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: _____

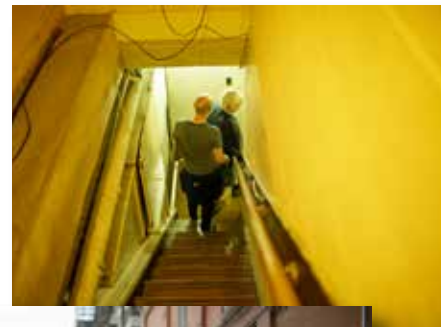
Please contact our staff if you have additional ideas or requests for your sponsorship.

Mail form to 218 E. Main St. - Suite C, Missoula, MT 59802 or via email (kristen@missouladowntown.com)
Form should be received by **April 15, 2021**. Payment to be invoiced should event occur.

Unseen Missoula

Unseen Missoula, a program of Heritage Missoula from the Downtown Missoula Partnership, offers education-based, guided walking tours to showcase Missoula's unique history. The goals are to help Missoulians and their guests connect to our community, foster cultural identity, and promote our heritage experiences for all.

More than 1400 people have enjoyed the guided walking tours, and thousands more connected to the program through social media since its inception in 2018. The season begins in April and continues through October. Help us continue to grow this program and preserve Missoula's heritage through these unique and exciting guided walking tours! Be a Sponsor for 2021.



Legacy Super Star - \$1,500 (two available)

1. Business co-branded & attached to the tours in all advertising (i.e. "Unseen Missoula brought to you by [business' name]")
2. Logo prominent in all print advertising
3. Logo prominent on website, events & brochures
4. Ability to promote business during all tours and in the "Pop-Up Museum" through various exhibits
5. Sponsor recognition in all radio ads
6. Sponsor recognition in announcements on every tour

Preservation Supporter - \$500 (unlimited number available)

1. Ability to promote business during all tours and in the "Pop-Up Museum"
2. Logo in all print advertising and on website, events & brochures
3. Sponsor recognition in all radio ads
4. Sponsor recognition in announcements on every tour
5. 5 FREE tickets to tours of your choice

History Buff - under \$250 (unlimited number available)

1. Ability to promote business at the "Pop-Up Museum"
2. Line listing on all print advertising and on website, events & brochures
3. Sponsor recognition in announcements on every tour
4. 2 FREE tickets to tours of your choice

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 April 9, 2021. Payment should be received by May 28, 2021.

After a one year hiatus due to COVID-19, summer favorites Out to Lunch (OTL) and Downtown ToNight (DTTN) return to Caras Park.

Keeping community safety in mind, both events will commence as “mini” versions with the hope of growing both programs as the summer progresses.

Businesses will have the opportunity to sponsor the entire season of OTL and/or DTTN or sponsor space to table during one of the dates.



Out to Lunch will start June 2 and Downtown ToNight will start June 3. The events will end August 25 and 26 respectively.

Full Season Sponsorship - \$3,000

(three spots available per event - Out to Lunch or Downtown ToNight.)

Get the full attention of those attending the OTL & DTTN. Have your business sponsor the whole season (13 weeks)!

1. Logo on missouladowntown.com event page
2. Logo prominent in all print advertising
3. Logo prominent on event signage
4. Ability to promote business with onsite signage
5. Sponsor recognition in all radio ads
6. Sponsor recognition in social media posts
7. Opportunity to table weekly at the event as business feels comfortable

Table Sponsorship - \$300

(one spot available per program day - Wed. or Thurs.)

Enjoy the OTL & DTTN in person and have your business table at the event on a specific date.

**Note: sponsorship is for one date. Interested in multiple dates? Give us a call and we can put together a package!*

1. Listing on missouladowntown.com event page
2. Ability to promote business with onsite signage
3. Opportunity to table at the event as business feels comfortable
4. Sponsor recognition on social media

Pop-Ups Supporter: \$250 or less

1. Listing on missouladowntown.com event page
2. Recognition in social media posts



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 (kristen@missouladowntown.com)
Sponsorship Date Final Deadline: **April 30, 2021.** Payment to be invoiced should event occur.

After the cancellation of all warm season events in 2020 due to COVID-19, the Missoula Downtown Association partnered with the Missoula Paddleheads to host the first ever Swing for Downtown - a Top-Golf event held at Ogren Park - as a fundraiser for the organization.

This new, alternative entertainment option features a nine-hole golf course inside the stadium. The tee-boxes are on the concourse, and the holes are on the field. Teams of four can tee-off during one of six flight times throughout the day. **Swing for Downtown will be held on either Friday, September 17 or Friday, September 24.**



Hole-in-One Sponsorship - \$5,000

(one available)

1. Logo on missouladowntown.com event page
2. Logo prominent in all print advertising
3. Logo prominent throughout Ogren Park (day of event)
4. Sponsor recognition on video screen at stadium
5. Sponsor recognition in announcements during event
6. Sponsor recognition in all radio ads
7. Sponsor recognition in social media posts
8. Opportunity to play commercials on video screen during event
9. Opportunity to table at the event
10. Opportunity to place swag in attendees' swag bags
11. Ability to promote business with banners at event
12. Two complimentary teams

Putting Green Sponsorship - \$500 or less

(unlimited)

1. Listing on missouladowntown.com event page
2. Line listing on all print material
3. Sponsor recognition in announcements during event
4. Opportunity to place swag in attendees swag bags

Fairway Sponsorship - \$1,500

(three available)

1. Logo on missouladowntown.com event page
2. Logo in all print advertising
3. Sponsor recognition on video screen at stadium
4. Sponsor recognition in announcements during event
5. Sponsor recognition in social media posts
6. Sponsor recognition in social media posts
7. Opportunity to place swag in attendees' swag bags
8. One complimentary team



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 (kristen@missouladowntown.com)
Sponsorship Date Final Deadline: **June 3, 2021.** Payment to be invoiced should event occur.

SWING FOR DOWNTOWN

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, and a community raffle for chance to take home display and package. The Festival of Trees will be held November 26 - December 5, 2021.



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 September 2021. Payment should be received by November 2021.

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 4, 2021 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 2021. Payment should be received by November 2021.