



2024 SPONSORSHIP GUIDE



Support the heart of your community

Destination Downtown Lancaster exists to inspire community engagement by enhancing downtown's business climate while championing our historic identity and creating a vibrant future where all people feel welcome. We believe that revitalization comes through fostering a sense of community, attracting and retaining businesses, and planning for the future. With your help, we can ensure the vibrancy of our city for generations to come. Be a part of the story... invest in Destination Downtown Lancaster today!

This year, Destination Downtown Lancaster is planning to host 12 major events that will draw people from all over the region into the heart of our community. With a strong digital presence boasting over 26,000 followers across five social media platforms, co-branding with Destination Downtown Lancaster not only shows your customers that you care about community, but provides maximum bang for your advertising buck. Whether your corporate social responsibility or advertising goals need to be met, we can help. Choose *à la carte* options by event to reach your desired audience, or become a Legacy Sponsor and brand **every** event presented in this package with one blanket sponsorship.

DDL may host other events that are not presented in this guide.





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Legacy Sponsorship · \$5,000

Can't decide which events to sponsor? Showcase your unwavering commitment by sponsoring ALL of them with a Legacy Sponsorship. Legacy Sponsors enjoy the maximum benefits listed at each event as well as invitations to quarterly VIP events with other Legacy members and sponsors. Show your community you mean business. Become a Legacy Sponsor today!

Receive “Event Sponsorship” category benefits for each of the following events:

- Glass Town Countdown
- Annual Gathering
- Shop Hop
- Downtown Cleanup Day
- Chocolate Walk
- ArtWalk
- Fall Festival
- WinterFest & Tree Lighting

See your full benefits under *event sponsor* for each individual event on the following pages.

Legacy Sponsors will also receive a Legacy Membership with Destination Downtown Lancaster. This membership's value is \$1,000.





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Glass Town Countdown · January 1st

Be a presenting sponsor of Lancaster's own unforgettable New Year's Even Celebration! This family friendly street party brings thousands of people into the downtown to watch the lighting and ascent of the giant glass globe at midnight celebrating our rich glass history; help us light up the new year with a spectacular fireworks show and sponsor Glass Town Countdown! Be the reason no one stays at home to watch the ball drop!

Event Sponsor (1 Available) \$3000

- Recognition as event sponsor during the event presentation
- Logo included on champagne garden advertisements
- Ability to set up a table at the event and pass out branded materials
- Company logo prominently presented on video after the event
- Company logo and listing as event sponsor prominently placed on banners and posters downtown
- 4 commemorative globes to affix to the globe (that will be returned to you after the event)
- Recognition on social media and in DDL's weekly newsletter
- Fireworks will form your logo in the sky! (No they won't—that's a lie—but we will tell everyone at the event that YOU made the fireworks possible!)
- Ability to host the travelling, miniature globe at your place of business

Supporter Sponsor (3 Available) \$1000

- Recognition as a supporter sponsor during the event presentation
- Company logo presented on video after the event
- Company logo and listing as supporter sponsor placed on banners and posters downtown
- 2 commemorative globes to affix to the globe (that will be returned to you after the event)





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Annual Gathering · January 25th

Show your support for all things downtown by sponsoring Destination Downtown Lancaster's Annual Gathering! At this event, we'll highlight the past, present, and future of our historic downtown and honor businesses and individuals by presenting our annual awards. Make your support of our work and mission known; partner with us on this event!

Event Sponsor (2 Available) \$1000

- Recognition as event sponsor during the event presentation
- Company logo presented on the slide show before and after the event
- Company logo and listing as event sponsor prominently placed in event program and printed materials
- Company logo on centerpieces of every table
- 4 tickets to the event
- Recognition on social media and in DDL's weekly newsletter

Supporter Sponsor (10 Available) \$250

- Recognition as supporter sponsor during the event presentation
- Company name presented on the slide show before and after the event
- Recognition in event program and printed materials
- Recognition on social media and in DDL's weekly newsletter





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Shop Hop • March 7–9th

At the Downtown Shop Hop, community members and visitors come out of hibernation to get back into the businesses and get a sneak peek of what spring has to offer in exhibits, shops, and eateries! Folks can grab a drink, stroll through the streets, and pop in and out of the unique shops and bountiful eateries. Shoppers can obtain a printed guide of participating business at the start of their self-guided tour of downtown, collecting stamps from the businesses along the way. At the conclusion of the weekend, with at least 5 stamps on their guide, shoppers will be entered into a drawing for a chance to win a Downtown Gift Card for \$100! Passionate about community and economic development? Co-brand with us on the Spring Shop Hop!

Event Sponsor (4 Available) \$500

- Company logo and listing as event sponsor prominently placed on all printed materials including shop hop guides and event posters
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email

Guide Sponsors (6 Available) \$150

- Recognition on DDL's event page
- Recognition on social media and in DDL's weekly email
- Recognition on printed shop hop guides





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Chocolate Walk • April 5th

Imagine your company's name and logo on 400 gift bags in over 30 businesses and restaurants in the heart of your city. The Chocolate Walk sells out every year; people come from all over to get their goodie bag and explore 30 + businesses giving out chocolate delicacies that would make Willy Wonka's head spin. Downtown will be alive on April 5th as community members make their way through our historic streets to indulge their sweet tooth and visit the museums, shops, and eateries. Show your community how sweet you are with sponsorship of this popular annual tradition!

Event Sponsor (6 Available) \$500

- Company logo prominently listed as event sponsor on all printed materials including maps, chocolate walk bags, and event posters
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email
- Ability to partner with a Downtown business and have signage, printed materials, and representatives available in their space for the event

Map Sponsors (8 Available) \$250

- Recognition on social media and in DDL's weekly email
- Company recognition on Chocolate Walk event posters and maps





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Downtown Cleanup Day · April 20th

Imagine your company's name and logo on over 300 t-shirts spread proudly across the Downtown during our annual Downtown Cleanup Day! At Downtown Cleanup Day, business leaders, dignitaries, and volunteers will see firsthand that your company is committed to the revitalization of Downtown Lancaster. Showcase your commitment to your community by sponsoring an event that brings over 300 people together every year to roll up their sleeves and make their downtown sparkle!

Event Sponsor (4 Available) \$1000

- Recognition as event sponsor prominently on all printed materials
- Key placement of logo on Downtown Cleanup Day T-shirts
- Name included in relevant press release materials
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email

T-Shirt Sponsor (10 Available) \$500

- Logo on Downtown Cleanup Day T-shirts
- Recognition on DDL's event page
- Recognition on social media and in DDL's weekly email

Glove Sponsor (1 Available) \$500

- Logo on Downtown Cleanup Day work gloves
- Recognition on DDL's event page
- Recognition on social media

Coffee Sponsor (1 Available) \$250

- Logo on Downtown Cleanup Day coffee vouchers
- Recognition on DDL's event page and day of social media post





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ArtWalk • July 19th

Artwalk is a Lancaster tradition. With dozens of businesses opening their doors to feature local artists, music and entertainment throughout the Downtown, and food trucks creating a festival atmosphere for two solid city blocks, everyone is sure to have a good time! Partner with Destination Downtown Lancaster and support us in hosting an event that will delight all of your senses!

Event Sponsor (3 Available) \$1,500

- Recognition as event sponsor throughout event
- Logo included on all printed materials
- Recognition on social media and in DDL's weekly email
- Key prominent placement of logo on ArtWalk Shirts
- Name included in relevant press release materials
- Recognition on DDL's event page with company logo and link to your website

Beer Garden Sponsor (12 Available) \$750

- Logo included on beer garden stage and all beer garden advertisements
- Recognition on DDL's event page
- Recognition on social media and in DDL's weekly email
- Prominent Logo on ArtWalk Shirts





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Potions & Pubs Bar Crawl- August 10th

Imagine your company's name and logo on 200 swag bags as Harry Potter Enthusiasts over 21 traipse through the downtown to engage in a wizardly pub crawl! This event, held during Wands and Wizards, sells out every year; people come from all over to get their swag and explore the bars, restaurants, and breweries creating magical concoctions that would make even a Dementor swoon. Costumed wizard balls, Gift Basket Raffles, and so much more will be enjoyed by the pub crawlers all thanks to YOU! Show your community how magical you are with a sponsorship of this event. EXPECTO HANGOVER!

Event Sponsor (8 Available) \$500

- Company logo prominently listed as event sponsor on all printed materials including maps, Potions & Pubs swag bags, and event posters
- Name included in relevant press release materials
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email





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Fall Festival/Trick-or-Treat · October 19th

Put your company's logo front and center at this family friendly event that has something for everyone! As the weather gets crisp, Zane Square will be transformed into an autumn wonderland with straw bale seating, a line-up of great bands, tractor pulled hayrides, seasonal vendors, & trick or treating! There's something for everyone at Fall Festival making this a wonderful community tradition that your company can help continue.

Event Sponsorship (6 Available) \$1,000

- Recognition as event sponsor on banner in Zane Square
- Company logo all printed materials
- Name included in relevant press release materials
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email
- Ability to set up a table at the event and pass out candy and/or branded materials

Zane Square Sponsor (6 Available) \$750

- Recognition as Zane Square sponsor on banner in Zane Square
- Name included in relevant press release materials
- Recognition on social media and in DDL's weekly email
- Recognition on DDL's event page
- Ability to set up a table at the event and pass out candy and/or branded materials

Hayride Sponsor (6 Available) \$500

- Recognition as experience sponsor with company logo on roll up banner at hayride entrance
- Recognition on DDL's event page
- Ability to set up a table at the event and pass out candy and/or branded materials

Candy Sponsor (50 Available) \$100

- Ability to set up a table at the event and pass out candy and/or branded materials





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WinterFest & Tree Lighting · Dec. 7th

Picture Zane Square lit up for the holidays with fresh cut Christmas Trees available for purchase, Santa in his house listening to children, horse drawn wagon rides, and holiday music coming from the gazebo. Don't you want to help create this winter wonderland? You can when you sponsor Winterfest! Showcase your love of your Downtown at the holidays by sponsoring this beautiful community festival that culminates with the lighting of the grand tree in Bandstand Park. Choirs will sing, children will laugh, and all will know that you're no Grinch!

Event Sponsor (4 Available) \$1,000

- Recognition as event sponsor on bandstand banner
- Company logo on all printed materials
- Name included in relevant press release materials
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email

Zane Square Sponsor (6 Available) \$750

- Recognition on social media and in DDL's weekly email
- Logo included on event posters
- Recognition on DDL's event page
- Company logo prominently placed on all Winterfest Scavenger Hunt Maps

Horse Drawn Wagon Sponsor (6 Available) \$500

- Recognition as experience sponsor with company logo on roll up banner at wagon entrance
- Recognition on DDL's Event page





Saturday Cinema



Saturday cinema is an opportunity for you to give back to the community.

With your

contribution, we are able to provide a night of free family fun for all ages. New this year, costumed movie characters, face painting, and more! Show your love for the community by supporting this program provided to folks throughout the summer. Sponsor a portion of the event or spotlight your business by se-

Sponsorship Benefits

- Be present at the event and interact with the families by setting up a booth and providing an activity
- Submit up to 4 slides of your businesses' PSAs
- Your logo will be displayed on the big screen before the movie begins
- Logo on all marketing materials including rack cards distributed to all elementary students in Lancaster City Schools
- Recognition on social media and in DDL's weekly newsletter, and on website event page

Company Name: _____

Date:_____ Contact Name:_____

Address:_____

City:_____ State:_____ Zip:_____

Phone:_____ Email:_____

Sponsorship Date & Level

May 11th

- Full Sponsorship (\$1,500)
- Half Sponsorship (\$800)
- Quarter Sponsorship (\$425)

June 8th

- Full Sponsorship (\$1,500)
- Half Sponsorship (\$800)
- Quarter Sponsorship (\$425)

July 13th

- Full Sponsorship (\$1,500)
- Half Sponsorship (\$800)
- Quarter Sponsorship (\$425)

August 10th

- Full Sponsorship (\$1,500)
- Half Sponsorship (\$800)
- Quarter Sponsorship (\$425)

Method of Payment:

____ Payment Enclosed ____ Please Send Invoice

Movies will be announced in February. Get your sponsorship forms returned early for the best chance to get the date(s) you prefer.



2024 Sponsorship Application

Please indicate your desired level of sponsorship, complete the form & return to Destination Downtown Lancaster by January 1, 2024. Thank you for your support!



Company Name: _____

Date: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Legacy Sponsorship

- Event Sponsor for all listed events (\$5,000)

Glass Town Countdown

- Event Sponsor (\$3000)
- Supporter Sponsor (\$1000)

Annual Gathering

- Event Sponsor (\$1000)
- Supporter Sponsor (\$250)

Shop Hop

- Event Sponsor (\$500)
- Guide Sponsor (\$150)

Chocolate Walk

- Event Sponsor (\$500)
- Map Sponsor (\$250)

Downtown Cleanup Day

- Event Sponsor (\$1000)
- T-Shirt Sponsor (\$500)
- Glove Sponsor (\$500)
- Coffee Sponsor (250)

ArtWalk

- Event Sponsor (\$1,500)
- Beer Garden Sponsor (\$750)

Potions & Pubs Bar Crawl

- Event Sponsor (\$500)

Fall Festival

- Event Sponsor (\$1,000)
- Zane Square Sponsor(\$750)
- Hayride Sponsor (\$500)
- Candy Sponsor (\$100)

WinterFest

- Event Sponsor (\$1,000)
- Zane Square Sponsor(\$750)
- Wagon Sponsor(\$500)

I am interested in sponsoring public art in Downtown Lancaster, please send me more information.

Method of Payment:

____ Payment Enclosed ____ Please Send Invoice Now ____ Please Send Invoice in 2024

** If you'd like to break up your sponsorship payments, let us know and we can bill you quarterly on any total sponsorship package of \$1,000 or more.*

For more information regarding sponsorship opportunities, please contact:
McKenzie at 740-277-6607 or mckenzie@destinationdowntownlancaster.com

Destination Downtown Lancaster
128 N Broad Street, Suite 101
Lancaster, Ohio 43130