2014 sponsorship opportunities

BE A PART of the VOICE OF DOWNTOWN.

ashevilledowntown.org
For 26 years, the Asheville Downtown Association has been The VOICE of Downtown Asheville. Through programs and advocacy work, we are constantly striving to make downtown a vibrant community for business, residents and tourists. 2013 was a busy and successful year for the association. Here are just a few of our accomplishments:

- In 2013 and going into 2014, cleanliness is our main focus. We were successful in working with the city to secure funds for pressure washing and new trash containers throughout downtown.
- We successfully raised the funds to install a permanent canopy over the stage at Pack Square Park. Designed and fabricated locally, the covering will be officially unveiled over Memorial Day Weekend with a free community concert by The Machine featuring The Asheville Symphony, performing the music of Pink Floyd.
- Our membership has grown to more than 300 businesses, nonprofits, families and individuals working together to advance and sustain Downtown Asheville as a thriving business district and residential center.
- We’ve partnered with WorldPay and Sheppard Insurance Group to offer you discounted rates on debit/credit card processing and business insurance.
- We celebrated the 25th anniversary season of Downtown After 5 with nearly 6,000 at each concert. May’s event saw record-breaking attendance at more than 7,000 people.
- Our 5th annual Oktoberfest moved to the South Slope, and even with 1,000 additional tickets offered, sold out for the 4th year.
- Our Pritchard Park Cultural Arts Program grew by leaps and bounds. The always-popular Hoop Jam celebrated its 6th summer in the park and we were able to bring back the Homegrown in Pritchard series, in partnership with 98.1 The River. We also hosted LEAF Schools & Streets giving children a chance to show off skills they’ve learned in afterschool and community center programs. Expect more programming in Pritchard Park in 2014.

On behalf of the Asheville Downtown Association’s board of directors, we thank you for your continued support of the important work we’re doing to ensure Downtown Asheville remains a major economic driver for Western North Carolina.

Adrian Vassallo
Board President
MORE THAN EVENTS

We’re best known for producing some of Downtown Asheville’s biggest and best events, but the ADA also focuses on issues affecting downtown and advocates with the city, county and other stakeholder groups to develop comprehensive solutions.

**Cleanliness**
In 2013 and continuing into 2014, our main focus is on the cleanliness of downtown. After organizing Downtown Clean Up Day in July 2013, we documented how quickly areas returned to the “before state.” We presented this evidence to both City Council and City of Asheville staff and strongly advocated for funding to increase service in the central business district. The city has responded to our call and budgeted additional funding for services in downtown. However, we will continue to push for a long-term, sustainable solution for addressing the issue of cleanliness in downtown.

We worked closely with both city staff and the Downtown Commission to review placement and design for new trash and recycling receptacles that also include a cigarette butt disposal. The new bins are scheduled to be installed in the spring of 2014.

**South Slope**
We see downtown’s south slope as an emerging extension of the central business district. With numerous new businesses taking root in the area, we’re pushing for public infrastructure investment to support this growth including additional parking, sidewalk and street repair, and improved lighting.

**Making Connections**
The Asheville Downtown Association (ADA) is the voice and resource for members and businesses, from small entrepreneurs to large multinational firms. All have a vested interest in the economic prosperity of the downtown core. Ensuring that these members have a voice in critical issues that affect downtown is our highest priority. The ADA holds membership with the International Downtown Association and the North Carolina Downtown Development Association guaranteeing access to the best practices of downtowns worldwide.

We’ve facilitated partnerships with other area business associations to ensure open dialogue and discuss issues important to the entire region.
**EVENTS AT A GLANCE**

**State of Downtown Luncheon**
- JANUARY 16
- EST. ATTENDANCE 200
  - PG. 5

**Member Mixers**
- DAY TBA
- EST. ATTENDANCE 100-150
  - PG. 5

**Concert Under the Canopy**
- MAY 26
- EST. ATTENDANCE 7,500
  - PG. 9

**Volunteer Orientation**
- DAY TBA
- EST. ATTENDANCE 300
  - PG. 6

**Independence Day Celebration**
- JULY 4
- EST. ATTENDANCE 7,500
  - PG. 10

**Easter on the Green**
- APRIL 19
- EST. ATTENDANCE 2,000
  - PG. 6

**Pritchard Park Cultural Arts Program**
- MAY-SEPTEMBER WEEKDAYS
  - PG. 7

**Downtown After 5**
- MAY-SEPTEMBER 3rd FRIDAY EACH MONTH
- EST. ATTENDANCE 6,000
  - PG. 8

**Oktoberfest**
- OCTOBER 11
- EST. ATTENDANCE 3,000
  - PG. 11

**Asheville Holiday Parade & JingleFest**
- NOVEMBER 22
- EST. ATTENDANCE 25,000
  - PG. 12

**Holiday Window Contest**
- DAY TBA
- THROUGH HOLIDAY SEASON
  - PG. 13

**Volunteer Appreciation**
- JANUARY 2015
- EST. ATTENDANCE 250
  - PG. 14
In this guide, Asheville Downtown Association events are detailed in chronological order. Sponsorships labeled presenting, gold, silver or bronze receive the benefits outlined below. Additional benefits are included in the event details. The ADA also accepts in-kind sponsorships.

<table>
<thead>
<tr>
<th>Event referred to as “Name of event, presented by Sponsor”</th>
<th>Presenting</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td>Exclusivity in category (e.g. if presenting sponsor is a car dealership, the ADA will not entertain sponsorship offers from other dealerships)</td>
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<td>Sponsor logo incorporated into event logo and featured on homepage of ashevilledowntown.org</td>
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<td>Recognition during event and opportunity to make remarks</td>
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<td>Onsite presence, when appropriate</td>
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State of Downtown Luncheon  
Thursday, January 16; noon-1:30pm | Banquet Hall US Cellular Center  
2014 Attendance: 250  
A staple for the downtown community, the State of Downtown Luncheon brings together downtown business owners, employees, city/county staff and residents. The luncheon features an update on downtown issues and projects from ADA board president Adrian Vassallo, Asheville Mayor Esther Manheimer and Buncombe County Commission Chairman David Gantt. A question and answer session concludes the event. At this event, we also honor Downtown Heroes for their contributions in making Downtown Asheville a successful and vibrant community. Three individuals or organizations from the community are recognized as Downtown Heroes.

Presenting Sponsor $750  
• Opportunity to have marketing collateral placed on each table  
• Two reserved tables of eight with lunch  

Gold Sponsor $400  
• One reserved table of eight with lunch  

Silver Sponsor $250  
• Four reserved seats with lunch

Member Mixers  
Day TBD by Sponsor; 5:30-7:30pm  
Approximate attendance: 100-150  
Held every other month, Member Mixers are a great networking opportunity for members and a casual way for potential members to get to know the ADA. The host invites ADA members and potential members into their business to learn more about their products and services.  
• Host sponsor provides food and beverage (ADA may be able to assist in securing donations)  
• Mixers are promoted on our website, through our newsletters and on social media  
• Host sponsor has the opportunity to welcome guests during remarks  
• Host sponsorships are offered on a first-come, first served basis
**Easter on the Green**  
Saturday, April 19; 2-5pm | Roger McGuire Green Pack Square Park  
2013 attendance: 2,000+

FREE for families, Easter on the Green is a family friendly celebration of Easter traditions, with an Easter egg hunt, games and activities. Of course, the Easter Bunny will make an appearance to visit with children and pose for family photographs. Plus, there will be kid-centric music and entertainment.

**Presenting Sponsor $5,000**
- Premium placement of company banners at stage area
- Opportunity to have 20x10 booth space onsite

**Gold Sponsor $2,500**
- Opportunity to have 10x10 booth space onsite

**Silver Sponsor $1,000**
- Opportunity to have company banner at stage area

**Volunteer Orientation**  
Date TBA | The Orange Peel  
Approximate attendance: 300

We rely on a large body of volunteers to make our events successful. In 2013, we had more than 400 volunteers assist us with our events. Each March, we kick off the event season with an orientation for volunteers. We also announce the music lineup for Downtown After 5 at this event.

**Gold Sponsor $500**
- Primary logo recognition on welcome screen and on emailed invitation to volunteer database
- Opportunity to have company banners onsite
- Opportunity to make remarks

**Silver Sponsor $250**
- Logo recognition on welcome screen and on emailed invitation to volunteer database
- Opportunity to have company banner onsite
**Pritchard Park Cultural Arts Program**

The Pritchard Park Cultural Arts Program brings entertaining, family friendly events to Pritchard Park each week from Memorial Day through Labor Day.

**Hoop Jam Sponsor $2,500**

**Tuesdays, 5:30-7:30pm**

*This is an exclusive sponsorship*

- Opportunity to have onsite presence

**LEAF Schools & Streets Sponsor $2,500**

**Wednesdays, 5-7pm**

- Opportunity to have company banner at event
- Opportunity to have company spokesperson introduce act

**Homegrown in Pritchard Sponsor $2,500**

*Homegrown is produced in partnership with 98.1 The River*

**Thursdays, 6-8pm**

- Opportunity to have company banner at event
- Opportunity to have company spokesperson introduce musical act
**Downtown After 5**

Third Friday of the Month May - September; 5-9pm | North Lexington Avenue at I240 Overpass

**2013 attendance: 6,000+ per event average**

In 2013, Downtown After 5 (DA5) celebrated its 25th anniversary and saw record-breaking attendance. As the ADA’s signature event, DA5 features a wide range of national, regional and local bands as well as food and beverage sales. Sponsorships for this series support all five concerts.

**Presenting Sponsor $20,000**

- Premium onsite placement to be determined per sponsor specifications
- Opportunity to use set break remarks to distribute promotional items to attendees (t-shirts, beach balls, etc...)
- 15 VIP packages per event

**Gold Sponsor $7,500**

- Opportunity to have 10x20 space onsite
- 10 VIP packages per event

**Silver Sponsor $5,000**

- Opportunity to have 10x10 space onsite
- 8 VIP packages per event

**Bronze Sponsor $2,500**

- Opportunity to have 10x10 space onsite
- 4 VIP packages per event

**VIP Area Sponsor $15,000**

- Opportunity to decorate VIP area for guests with company-branded materials
- Opportunity to have marketing collateral displayed for VIP guests
- Logo recognition on stage scrims, event signage, advertising, t-shirt, poster, website and newsletter
- Inclusion in all marketing materials
- Company recognized during event
- Inclusion in all marketing materials
- Company recognized during event
Concert Under the Canopy
Held Memorial Day Weekend, Saturday, May 24 | Pack Square Park
Estimated attendance: 7,500
The Asheville Downtown Association was successful in raising funding to install a permanent stage covering on the Bascom Lamar Lunsford Stage at Pack Square Park. By working with local artists and fabricators, the covering will seamlessly integrate into the park’s aesthetics, completing the original vision for the park.

Presenting Sponsor $15,000
- 10x30 onsite booth for promotional purposes
- Opportunity for company representative to welcome attendees and introduce band/performers
- 20 VIP packages

Gold Sponsor $10,000
- 10x20 onsite booth for promotional purposes
- 15 VIP packages

Silver Sponsor $7,500
- 10x10 onsite booth for promotional purposes
- 10 VIP packages

Bronze Sponsor $5,000
- 5 VIP packages
Independence Day Celebration
Friday, July 4 | Pack Square Park
Estimated attendance: 7,500

An event for the whole family, the festivities start at 4pm and close with fireworks at 9:30pm. The day features live music from some of Asheville’s hottest bands along with a wide range of family activities, a variety of food from area vendors, with a grand fireworks finale.

Presenting Sponsor $15,000
• 10x30 onsite booth for promotional purposes
• Opportunity for company representative to welcome attendees and introduce band/performers
• 20 VIP packages

Gold Sponsor $10,000
• 10x20 onsite booth for promotional purposes
• 15 VIP packages

Silver Sponsor $7,500
• 10x10 onsite booth for promotional purposes
• 10 VIP packages

Bronze Sponsor $5,000
• 5 VIP packages
6th Annual Oktoberfest
Saturday, October 11; noon-5pm | Coxe Avenue

Approximate attendance: 3,000

Asheville’s twist on Oktoberfest highlights local breweries and food vendors. Featuring The Stratton Mountain Boys and the “Official Oktoberfest Games,” Oktoberfest has gained a reputation as a can’t-miss fall event and has sold out the last four years.

Presenting Sponsor $7,500
- Premium onsite placement to be determined per sponsor specifications
- Opportunity to distribute promotional items to attendees during breaks in entertainment (t-shirts, beach balls, etc...)
- Access for 10 to VIP area

Gold Sponsor $5,000
- Opportunity to have 10x10 space onsite
- Access for 6 to VIP area

Silver Sponsor $2,500
- Access for 4 to VIP area
68th Annual Asheville Holiday Parade and JingleFest
Saturday, November 22; 11am | Throughout Downtown Asheville
Approximate attendance: 25,000

As the official kickoff to the holiday season, the Asheville Holiday Parade is held the Saturday before Thanksgiving. The parade is televised on WLOS on Thanksgiving, and features entries including non-profits, marching bands, cheer/dance teams and businesses.

JingleFest
Saturday, November 22; 1-4pm | Roger McGuire Green Pack Square Park

Free for families, JingleFest is the official after party for the Asheville Holiday Parade bringing family fun to downtown’s Pack Square Park. After riding his sleigh in the parade, Santa comes to JingleFest to meet with good little boys and girls. There’s also non-stop entertainment on the stage from parade participants, games, contests and bounce houses for the kids. JingleFest is held the Saturday before Thanksgiving.

Sponsor opportunities below are for both The Asheville Holiday Parade and JingleFest.

Presenting Sponsor $12,000
- Premium parade placement for up to three entries, to be determined per sponsor specifications
- Opportunity for company representative to act as judge for parade
- Access for 10 to VIP viewing area
- 20x10 onsite presence at JingleFest
- Opportunity to address crowd at JingleFest

Gold Sponsor $7,500
- Premium parade placement for two entries, to be determined per sponsor specifications
- Access for 8 to VIP viewing area
- 10x10 onsite presence at JingleFest
Silver Sponsor $5,000
- Complimentary parade entry to be determined per sponsor specifications
- Access for 5 to VIP viewing area
- 10x10 onsite presence at JingleFest

Santa Float Sponsor $1,500 (plus float and vehicle)
- Access for 2 to VIP viewing area

Grand Marshal Sponsor $1,500 (plus float and vehicle)
- Access for 2 to VIP viewing area

Bronze Sponsor $1,000
- Complimentary parade entry to be determined per sponsor specifications

If you’re interested in sponsoring The Asheville Holiday Parade or JingleFest separately, we are happy to discuss an arrangement that best suits your needs.

Downtown Holiday Windows
Beginning Wednesday, December 3 throughout Holiday Season | Throughout Downtown
The Holiday Windows Contest follows the parade theme for the year and features approximately 30 entries. The window displays are up from early December through the end of the year, with judging taking place the first week in December.

Presenting Sponsor $1,500
- Each display includes a sign identifying them as a participant, including sponsor logo
Volunteer Appreciation Party

Date and Location TBD
Approximate attendance: 250

Because we couldn’t put on amazing events without our volunteers, we treat them to a fantastic party at the end of the event season with music, great food and a lot of much-deserved fun.

Gold Sponsor $500
- Primary logo recognition in photo slideshow at event and on emailed invitation to volunteer database
- Opportunity to have company banners onsite
- Company recognized at event and opportunity for company representative to make a statement

Silver Sponsor $250
- Logo recognition on welcome screen and on emailed invitation to volunteer database
- Opportunity to have company banners onsite
- Company recognized at event

In-kind Sponsorships
The Asheville Downtown Association also accepts in-kind sponsorships - everything from printing to food and beverage, supplies to design services. Please contact your ADA representative to develop an in-kind sponsorship package to suit your needs.

Spare Change for Real Change
The Asheville Downtown Association Foundation is a 501(c)(3) whose aim is to carry out the altruistic goals of the Asheville Downtown Association. One of its focus areas is the Spare Change for Real Change program. Dedicated to discouraging panhandling on city streets, Spare Change for Real Change encourages support of agencies that offer real help to people in need. Donation boxes, located throughout Downtown Asheville, offer an easy way to give without supporting panhandling. Local businesses and organizations match the funds raised throughout the year, and the money is awarded in grants to agencies working to end homelessness in our community. In the six years since its inception, the Spare Change for Real Change program has distributed more than $25,000 in grants to agencies providing resources to the homeless.

Contact the ADA office to become a matching sponsor of our Spare Change for Real Change Program.