

2023 SPONSORSHIP OPPORTUNITIES



DOWNTOWN
JOPLIN
ALLIANCE

Get Involved

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OUR REACH WITHIN THE COMMUNITY

- OVER 30,000 SOCIAL MEDIA FOLLOWERS
- DOWNTOWNJOPLIN.COM OVER 23,000 MONTHLY PAGE VIEWS
- KSN/KODE NBC&ABC TELEVISION AFFILIATES FOR THE FOUR STATE AREA
- THE JOPLIN GLOBE OVER 75,000 PRINT SUBSCRIPTIONS
- AMI RADIO: 6 RADIO STATIONS IN JOPLIN, PITTSBURG, NEOSHO
- ZIMMER RADIO: 5 RADIO STATIONS IN JOPLIN, PITTSBURG, NEOSHO
- PRESS RELEASES: 30+ MEDIA OUTLETS INCLUDING RADIO, TELEVISION, NEWSPAPER, MAGAZINES, AND BLOGGERS

CONTACT

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ABOUT DOWNTOWN JOPLIN ALLIANCE

Downtown Joplin Alliance is a 501c3 nonprofit organization dedicated to the economic vitality and historic preservation of Downtown Joplin. EIN 43-1561015

Downtown Joplin Alliance is an Accredited Main Street Program recognized by the National and Missouri Main Street Organizations.

Downtown Joplin Alliance brings 100,000 visitors to downtown annually with activities and promotions with over 77 days of events planned in 2023.

Downtown Joplin Alliance works to create a pleasant, walkable environment while encouraging aesthetics that promote community pride and profitable properties.

Downtown Joplin Alliance works with new and existing businesses to provide resources, education, networking, and unique tools to foster success.

Downtown Joplin Alliance leverages both the art and science of downtown revitalization to create a better quality of life for all by harnessing the assets that set Joplin apart.



YOUR IMPACT

Downtown Joplin Alliance is a 501c3 tax exempt organization. Your contribution may be deductible. Please consult with a tax advisor. EIN: 43-1561015



Downtown Joplin Alliance offers many sponsorship opportunities. For each event, your logo and/or business name is on all printed materials, recognition in news releases, newsletters, emails, and social media. Sponsors of larger events may also receive recognition on signage, t-shirts, TV, newspaper, and radio ads.

Your financial investment not only helps your business build brand awareness in the community, it also supports the year-round revitalization efforts of Downtown Joplin Alliance.

ABOUT DOWNTOWN

Downtown Joplin is located in approximately 75 blocks of our historic core. This includes several national and local historic districts as well as our local Arts District. The synergy created by beautiful 100 year-old buildings, creative locally owned shops and restaurants, and dozens of community events makes downtown a major destination.

Downtown Joplin is home to more than 500 businesses who create over 5000 jobs!

Downtown Joplin is the heart of our community. It reminds us where we come from and serves as the place where future memories will be made.

In the last five years, we have welcomed 75 new businesses, and 60 million in private investment dollars to downtown. Our volunteers logged more than 9000 hours!



OUR EVENTS

2023

Over 77 days of events bring thousands to Downtown Joplin!



THIRD THURSDAY

Entering its 16th season, Third Thursday is long heralded as Joplin's Premier community and cultural event. Hosted on Main Street from 1st to 7th street, each month March to October, the event draws upwards of 5000 people for live entertainment, food trucks, streetside dining, artisan market, vintage car show, and more.

- March 16 - Going Green
- April 20 - Be A Hero
- May 18 - Great Adventure
- June 15 - Diversity and Inclusion Festival
- July 20 - Downtown Waterfest
- August 17 - Dog Days of Summer
- September 21 - Green and Gold
- October 19 - Fall Festival

EMPIRE MARKET



2023 is the sixth season of the Empire Market. Joplin's only year round, indoor market, it offers exclusively locally grown or locally made products. With a mix of produce, meat, eggs, baked goods, jams, ready to eat, coffee, artisan products, bath and body products and more, it's the best place to get your weekly groceries as well as unique and creative gift items.



WINESHARE

WineShare happens on the First Friday of every month. This unique networking event happens in various locations throughout downtown and draws 100-150 attendees.

OUR EVENTS

2023

Over 77 days of events bring thousands to Downtown Joplin!



JOPLIN ARTS FEST

September 15-16, 2023 Arts Fest is the area's only juried arts competition. Drawing talent and attendees from throughout the region and beyond, this two day event has an attendance of 1500-2000.



NIGHT MARKETS

The Empire Market Courtyard comes alive with themed night markets throughout the year. Boasting live music, food trucks, artisan vendors, exclusive cocktails and more, these events each draw 1000-1500 attendees.



SIDEWALK SALE

July 29, 2023 This annual event has been around for over 60 years! It is a must-attend for the bargain shopper. Hundreds show up bright and early to shop the sale items throughout downtown. Main Street is filled with deals and family friendly activities that vary from year to year.



CLEAN TEAM

A twice monthly opportunity to give back to the community, volunteers gather downtown to spend an hour or so cleaning and tidying. This simple act is key to having an attractive, vibrant downtown.



Title Sponsor Partnerships

Title Sponsor Partnerships show ongoing support for the work of Downtown Joplin Alliance and recognizes your business throughout the year on a variety of platforms for more than 77 days of events.

GOLD TITLE SPONSOR

ONLY 1 AVAILABLE

\$20,000

- Recognition as Gold Title Sponsor on all 2022 event materials including posters, flyers, signage, social media, and other marketing materials
- Optional presence at select events
- Recognition as Gold Title Sponsor on Website and monthly Newsletter throughout 2022
- VIP access/tickets (when applicable) for 10 to share with staff, clients, and guests

SILVER TITLE SPONSOR

ONLY 2 AVAILABLE

\$12,000

- Recognition as Silver Title Sponsor on all 2022 event materials including posters, flyers, signage, social media, and other marketing materials
- Optional presence at select events
- Recognition as Silver Title Sponsor on website and monthly newsletter throughout 2022
- VIP access/tickets (when applicable) for 6 to share with staff, clients, and guests

BRONZE TITLE SPONSOR

ONLY 3 AVAILABLE

\$7,500

- Recognition as Bronze Title Sponsor on all 2022 event materials including posters, flyers, signage, social media, and other marketing materials
- Optional presence at select events
- Recognition as Bronze Title Sponsor on website and monthly newsletter throughout 2022
- VIP access/tickets (when applicable) for 4 to share with staff, clients, and guests

Our sponsorship opportunities vary from single event or program to twelve months of ongoing recognition.

Whether your focus is on historic preservation, local foods and businesses, or just getting in front of thousands from the region, there is sure to be a fit for your organization.

We are happy to customize packages to be of most benefit to you!





Event Sponsorships

These packages allow you to focus on one or more event or program.

THIRD THURSDAY MONTHLY SPONSOR

16 AVAILABLE
[2 PER MONTH]

\$2500
MONTHLY EXCLUSIVE \$4500

- Take up to 20 booth spaces at the event
- Logo included on print materials, signage, social media
- Appearance in live TV news spots during event
- Recognition as Third Thursday Sponsor on Website and monthly Newsletter throughout 2023
- Half price booths at other months event

EMPIRE MARKET MONTHLY SPONSOR

12 AVAILABLE
[1 PER MONTH]

\$1200
ENTIRE SEASON EXCLUSIVE \$10,000

- Signage at event
- Optional presence at Saturday market during your month
- Recognition on weekly market report via social media
- Recognition as Monthly Market Sponsor on website and monthly newsletter throughout 2023
- Exclusive option includes 3x6 banner on market grounds adjacent to 4th Street

ARTS FEST PRESENTING SPONSOR

ONLY 1 AVAILABLE

\$2,500

- Name and/or logo on all advertising materials
- Recognition as Presenting sponsor on website
- Full page ad in passport program book
- Sponsorship recognition announcements throughout the day
- 20 free drink coupons
- Optional 10X10 booth space
- Other Arts Fest opportunities available. Please inquire

Other Opportunities

Support a variety of initiatives. Recognition will be on website, newsletters, and as appropriate for each item. Inquire for more details on any of the following.

- WineShare
- Clean Team
- Community Gardens
- Kids Meals
- Night Markets
- Newsletter
- Business Investment Guide
- Endangered Properties Program
- Downtown Now (B2B Networking)
- Empire Sprouts (Kids Programming)
- Sponsor a Farmer

SPONSORSHIP OPPORTUNITIES

For further information or to reserve any of our sponsorship opportunities, please select the area(s) of interest and return via contact info below.

- ☐ Gold Title Sponsorship
- ☐ Silver Title Sponsorship
- ☐ Bronze Title Sponsorship
- ☐ Empire Market
- ☐ Third Thursday
- ☐ Arts Fest
- ☐ Kids Meal Program
- ☐ WineShare
- ☐ Endangered Properties Program
- ☐ Sponsor A Farmer
- ☐ Quarterly Downtown Networking
- ☐ Holidays in Downtown
- ☐ Clean Team
- ☐ Community Gardens
- ☐ Newsletter Sponsor



BUSINESS INFORMATION

Business Name

Contact Name

Title

Address

Phone Number

E-Mail

Other Contact

Title

Phone Number

E-Mail

More Information :

931 E 4th St, Joplin MO 64801



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