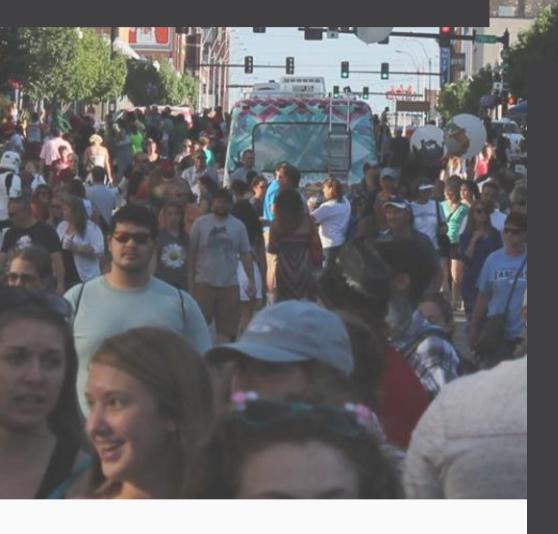


# 2023 SPONSORSHIP OPPORTUNITIES







# **Get Involved**

About Downtown Joplin Alliance PAGE 02

The Impact PAGE 03

Our Events 2023 PAGE 04 AND 05

Title Sponsorships
PAGE 06

Event Sponsorships PAGE 07



# 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

LORI HAUN
417-529-3888
LORI@DOWNTOWNJOPLIN.COM
DOWNTOWNJOPLIN.COM

# 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 opportunites. 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.

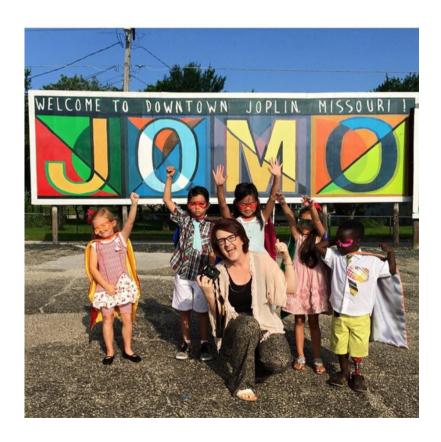
#### ABOUT DOWNTOWN

**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

## II • Recogni

\$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**

**ONLY 2 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

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!

- 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





## **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 Presending 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 approriate 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 Progamming)
- 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
<b>Endangered Properties Program</b>
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 417-529-3888 Lori Haun lori@downtownjoplin.com

