

# 2026 SPONSOR OPPORTUNITIES



## Get Involved

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## ABOUT DOWNTOWN JOPLIN ALLIANCE

**Downtown Joplin Alliance** is a nonprofit organization dedicated to the economic vitality and historic preservation of Downtown Joplin.

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



**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.

**Downtown Joplin Alliance** is a privately funded organization that relies on donations, grants, partnerships and sponsorships to make downtown progress possible.

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

### 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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# WHAT WE DO



## BUSINESS

Small biz is the lifeblood of a community and downtown is the perfect incubator

- Business support, recruitment, resources, networking
- Newton Community Kitchen for start up food businesses
- Empire Market serves 100+ small businesses/farmers annually
- Connecting properties with prospects
- Marketing and promotion of the district



## PROPERTY

Historic buildings make sense for the future

- Historic property resources, education
- Endangered Properties Program finding solutions for vacant and underutilized properties
- Code Team to facilitate navigating adapting old buildings



## QUALITY OF LIFE

Creating a vibrant downtown neighborhood

- Over 80 days of events including Third Thursday, WineShare & Downtown Lofts Tour
- Safer, pedestrian friendly improvements
- Beautification efforts
- Weekly Farmer's Market at Empire Market



## COMMUNITY

Downtown is the heart of Joplin.

- More than 13,000 volunteer hours since 2018
- Community Gardens
- Free Kids Meals
- Gardening classes, cooking classes, and other educational opportunities

# DOWNTOWN FAST FACTS



## DOWNTOWN HOUSING

More than 900 downtown residents in approx 500 living units. Another 80 units under development.

- Pennington
- Hollcroft
- Degraff
- Christman
- 4<sup>th</sup> Street Lofts
- Haughton
- Independant
- Brick and Mortar
- Muir and Willard
- Frisco



## ECONOMIC IMPACT

Over 500 businesses creating more than 5000 jobs call downtown home

In the past five years:

- More than 80 million in private investment
- 80+ new businesses
- Sales tax revenue increase of 32%



## PARKING

Lots of parking downtown!

- More than 4000 parking spots
- 70-80 on street spots within one block of any front door
- Takes a minute and a half to walk a block
- Parking is generally only at 30% occupancy



## FUTURE OF DOWNTOWN

Getting the mix right

- Need more kitchens
- Storefronts need to be public facing--food, retail, activity
- Cater to residents--we will have 1/3 more soon!
- Businesses need affordable spaces--smaller, shared space
- Consumers now demand great, consistent experiences
- Town homes and condos in demand

# PARTNERSHIP AND SPONSORSHIP



While small in geographic area, downtowns are immensely valuable, diverse, efficient, inclusive and resilient on multiple levels. From driving tax revenue and business activity to hosting a concentration of resources, amenities, and social infrastructure, downtowns are at the heart of the long-term health of a region.

**Downtown Joplin Alliance** offers many partnership and sponsorship opportunities. We recognize your support in a variety of ways including printed materials, recognition in news releases, newsletters, emails, social media and website. Sponsors of larger events may also receive recognition on signage, t-shirts, TV, newspaper and radio ads and booth space.

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 that positively impact the economic development and quality of life in Joplin.

## PREMIER PARTNERS

## 2026

Loving the progress downtown and want to be part of the ongoing success? Our partnerships are a full calendar year of general support for the organization. We will show our thanks with items such as website presence, social media shout out, invites to events and more. Additional perks such as event booths, etc may be available.

**Connor**  
**Keystone**  
**Paramount**  
**Fox**

Recognition on social media

Logo on monthly newsletter and website

Tickets for Evening of Excellence, Lofts Tour

	Recognition on social media	Logo on monthly newsletter and website	Tickets for Evening of Excellence, Lofts Tour
<b>20,000</b>	✓	✓	✓ 4 each event
<b>10,000</b>	✓	✓	✓ 2 each event
<b>5000</b>	✓	✓	✓ 2 lofts tour
<b>1000</b>	✓	✓	

# PROGRAM PARTNERS

# 2026

## KIDS MEALS

### EVERY SATURDAY; EMPIRE MARKET

Every Saturday we serve up fresh meals for area youth at no charge. The cost is just over \$1 per meal, so your investment will reach thousands of children. More than 10,000 free kids meals have been served since 2020. Your support goes directly to purchase the products for volunteers to make into meals.

#### ACTIVITY REACH

40-80 meals per week

600-900 attendees per week

20,000+ social media followers

#### PRESENTING SPONSOR

**\$2000**

*Three available or exclusive for \$5000*

- Recognition banner with 4th street frontage with thousands of impressions per week
- Signage located at the meal kiosk weekly
- Logo on meal menu attached to every meal
- Recognition in newsletter, website, and social media

## WHAT'S UP DOWNTOWN NEWSLETTER

### QUARTERLY NEWSLETTER

What's up Downtown is our quarterly e-newsletter featuring all the downtown happenings. From business features, upcoming events, informational articles and more, this is a great way to connect to 2000+ community members.

#### ACTIVITY REACH

Reaching over 2000 local households and businesses

20,000+ social media followers

#### PRESENTING SPONSOR

**\$1000**

*Two available*

- Logo on each newsletter
- Logo on website
- Recognition on social media

## CLEAN TEAM

### MARCH-OCTOBER

At least twice per month March through October, volunteers meet downtown to beautify and tidy. Trash pick up, weeding, mulching and other activities take place over an hour and a half. Great opportunity for corporate groups to do volunteer activity!

#### ACTIVITY REACH

Visibility at Clean Team events and activities all season long

20,000+ social media followers

#### PRESENTING SPONSOR

**\$1000**

*Two available*

- Name on yard signs for the year used during the day of the cleanup (must be secured by Feb 15)
- Recognition in newsletter and website throughout the year.
- Recognition on social media.
- Recognition during volunteer expo event.

# PROGRAM PARTNERS

Continued

# 2026

## VOLUNTEER PROGRAM

### YEAR LONG; ALL EVENTS AND MORE!

With more than 13,000 volunteer hours contributed since 2018, we know how much downtown means to the the people of Joplin. From cleanup days at the Empire Market, to hanging Christmas decorations at Spiva Park, to volunteering at Third Thursday, Downtown Joplin Alliance relies on dozens of volunteers every year. Orientation sessions provide an onboarding experience each year. Celebrate the previous year each winter with an Evening of Excellence, where we recognize our volunteers for their hard work with an evening of food and entertainment.

### ACTIVITY REACH

Visibility at events and activities all season long  
20,000+ social media followers

### PRESENTING SPONSOR

**\$1500**

*Two available*

- Name on t-shirts worn at multiple events all year long (must be secured by Feb 15)
- Present volunteer awards at Evening of Excellence
- Recognition in newsletter and website throughout the year.
- Recognition on social media.
- Recognition during volunteer expo event.

## COMMUNITY GARDENS

### ALL YEAR LONG

Community gardens allow for the creation of social ties and build a greater feeling of community. These connections help reduce crime, empower residents and allow residents to feel safe in their neighborhoods. Community gardening may address wellness through the provision of opportunities for physical activity, improved nutrition and reduced stress. Participation in the gardening activities may improve wellbeing through increased social contact, culturally valued activities and mitigation of food poverty.

### ACTIVITY REACH

Visibility at garden activities all season long  
20,000+ social media followers

### PRESENTING SPONSOR

**\$1500**

*Two available*

- Name on banners located in Gardens (must be secured by February 15)
- Recognition in newsletter and website throughout the year.
- Recognition on social media.

### BED SPONSOR

**\$250**

*Twelve available*

- Name on signage located in "your" bed
- Recognition on social media

# EVENT SPONSORSHIP 2026

Over 80 days of events bring thousands to Downtown Joplin!

## THIRD THURSDAY MARCH-OCTOBER

Entering its 18th season, Third Thursday is Joplin's Premier community and cultural event. Hosted eight times per year, the event draws upwards of 5000 people each month for live entertainment, food trucks, street side dining, an artisan market, a vintage car show, and more. Choose which month fits your mission and message--and let's plan a street party!

**MARCH 19 GO GREEN DOWNTOWN**  
**APRIL 16 ROUTE 66 FEST**  
**MAY 21 OUTDOORS IN THE OZARKS**  
**JUNE 18 YOU BELONG IN JOPLIN**  
**JULY 16 DOWNTOWN WATERFEST**  
**AUGUST 20 DOG DAYS OF SUMMER**  
**SEPTEMBER 17 GREEN AND GOLD**  
**OCTOBER 15 HARVEST FESTIVAL**

### ACTIVITY REACH

5000+ attendees during event

Live interviews during event and before with local news

20,000+ social media followers

### Season Title

**\$8500**

*Three Available*

- Logo included on signage at the event (must be secured by Feb 15).
- Recognition in newsletter and website throughout the year.
- Recognition on social media.
- Recognition at Evening of Excellence
- Key double booth locations during all eight Third Thursday events
- May be paired with a monthly sponsorship for the discounted price of \$1500, depending on availability.

### Monthly Sponsor

**\$2500**

*Two Available Per Month*

*Monthly Exclusive available for \$4500*

- Utilize up to 20 booth spaces for your activities and promotions (roughly a half block).
- Promotion in newsletter, social media, and traditional media during the month of your event.
- Recognition during the Evening of Excellence event.
- Discounted rate for booth space at the other months
- Recognition throughout the year on website



# EVENT SPONSORSHIP

Continued

# 2026

## EMPIRE MARKET

### JANUARY-DECEMBER

2026 is the seventh season of the Empire Market. Not just a farmer's market, it offers exclusively locally grown or locally made products. Dozens of entrepreneurs launch their small businesses, offering produce, meat, eggs, baked goods, jams, ready to eat food, coffee, artisan products, bath and body products and more. This weekly event brings in an average of 600-700 attendees to shop 30-40 vendors. With live music, prepared foods and a great vibe, the market is truly a community gathering place. Special themed events keep things interesting!

- January-Chili Cook Off
- February- Paris Week
- March-Goats in the Garden
- April- Birthday Bash
- May-Bees and Blossoms
- August-Pepper Fest
- September- Hobbit Day
- October-Harvest Fest
- November-Holiday Market
- December-Tinsel and Tidings

#### ACTIVITY REACH

36000+ average annual attendees

Local media interviews and promotion

20,000+ social media followers

## EVENING OF EXCELLENCE

### FEBRUARY

Annual celebration of downtown and the people who make downtown thrive. Keynote speaker presenting ideas and stories of inspiration for continued downtown growth. Recognition of volunteers, projects, partnerships and more. Catered hors d'ouvres and beverages.

#### ACTIVITY REACH

80-100 in attendance

20,000+ social media followers

#### SEASON TITLE

**\$8500**

*Two Available*

- Sponsor 51 markets; all year long!
- Logo included on signage at the facility (must be secured by Feb 15)
- Recognition in newsletter and website throughout the year
- Recognition on social media with weekly market reports
- Recognition at Evening of Excellence
- Booth at market up to 1x per month

#### MONTHLY SPONSOR

*One Available Per Month*

**\$1200**

- Logo on event A frame signage
- Promotion in newsletter, social media, and traditional media during the month of your sponsorship
- Recognition during the Evening of Excellence event
- Recognition throughout the year on website
- Booth space at market events two times during the month

#### PRESENTING SPONSOR

**\$2500**

*Two available*

- Present community awards and recognition
- Recognition on signage at event and on event program
- Recognition on website and newsletter.
- Recognition on social media

#### PROGRAMMING SPONSOR

**\$1000**

- Introduce Keynote speaker
- Recognition on signage at event and on event program
- Recognition on website and newsletter.
- Recognition on social media

# EVENT SPONSORSHIP

Continued

# 2026

## HOLIDAYS IN DOWNTOWN

### NOVEMBER-DECEMBER

November and December bring a variety of promotions for downtown businesses and activities leading up to the Holidays. This event sponsorship includes the holiday decorating contest, Light the Park event, various holiday open houses.

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#### ACTIVITY REACH

Visibility at events and activities throughout season  
20,000+ social media followers  
Traditional Media promotion--TV and newspaper

#### PRESENTING SPONSOR

**\$2500**

*Two available*

- Present awards for decorating contest
- Recognition in newsletter and website throughout the year
- Recognition on social media
- Name recognition on holiday posters and table toppers (with commitment by August 15)
- Booth presence during Light Up the Park activities

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## LOFTS TOUR/TIP TOP TOAST

### MAY 2, 2-6PM TIP TOP TOAST 7-9PM

As part of Historic Preservation Month, this event showcases historic properties available to rent or buy in the downtown area. This "open house-style" tour will take attendees into some of downtown's most fascinating properties. After the tour Tip Top Toast: A Vip Reception Under the Stars takes place on the roof for a view few are privy to.

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#### ACTIVITY REACH

300+ attendees  
20,000+ social media followers  
Traditional Media promotion--TV and newspaper

#### PRESENTING SPONSOR

**\$2000**

*Two available*

- Name on promotional posters and materials (must be secured by March 1)
- Give a toast at Tip Top Toast rooftop event
- Recognition in newsletter and website throughout the year.
- Recognition on social media
- Four tickets to Tip Top Toast Event
- Signage at loft locations and at Tip Top Toast

# EVENT SPONSORSHIP 2026

## WINESHARE

**FEBRUARY, APRIL, JUNE, AUGUST, OCTOBER, DECEMBER**

WineShare happens six times annually on the first Friday of the month. This networking event takes place in various locations throughout downtown and draws 80-100 attendees.

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### ACTIVITY REACH

80-100 in attendance

20,000+ social media followers

### PRESENTING SPONSOR

**\$2000**

- Name on signage at each event
- Speak to group during presentation portion
- Have exhibit table/board at events
- Recognition in newsletter and website throughout the year.
- Recognition on social media.

### MONTHLY SPONSOR

**\$500**

*Six available*

- Name on signage during event
- Speak during presentation
- Recognition on social media

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## RESTAURANT WEEK

### FALL

It's time to eat, drink and Fall in Love with Local all over again! Restaurant Week is coming is Downtown Joplin this autumn and it's the perfect season to revisit classic favorites and discover new foodie obsessions.

This event highlights the amazing food, drinks, and experiences you can only find downtown. Expect to see our eateries (and...drinkeries!) pull out all the stops (3-course prix fixe meals, a limited-time drinks, super-duper creative menu items, etc...).

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### ACTIVITY REACH

80-100 in attendance

20,000+ social media followers

### PRESENTING SPONSOR

**\$2000**

- Name on signage before and during event. (Must be secured by August 1)
- Logo presence on extensive promotion surrounding this event: TV, newspaper, etc
- Recognition in newsletter and website throughout the year.
- Recognition on social media.

# Overview

## PARTNERSHIP AND SPONSORSHIP

### PREMIER PARTNERS

<input type="checkbox"/>	Connor	20,000
<input type="checkbox"/>	Keystone	10,000
<input type="checkbox"/>	Paramount	5000
<input type="checkbox"/>	Fox	1000
<input type="checkbox"/>	Other Amount	

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### PROGRAM PARTNERS

<input type="checkbox"/>	Kids Meals Program	2000
<input type="checkbox"/>	Newsletter	1000
<input type="checkbox"/>	Clean Team	1000
<input type="checkbox"/>	Volunteer Program	1500
<input type="checkbox"/>	Community Garden	1500
<input type="checkbox"/>	Garden Bed Sponsor	250

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### EVENT SPONSORSHIP

#### THIRD THURSDAY

<input type="checkbox"/>	Season Title Sponsor	8500
<input type="checkbox"/>	Monthly Exclusive Sponsor	4500
<input type="checkbox"/>	Monthly Sponsor	2500

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#### EMPIRE MARKET

<input type="checkbox"/>	Title Sponsor	8500
<input type="checkbox"/>	Monthly Sponsor	1200

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#### EVENING OF EXCELLENCE

<input type="checkbox"/>	Presenting Sponsor	2500
<input type="checkbox"/>	Programming Sponsor	1000

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#### HOLIDAYS IN DOWNTOWN

<input type="checkbox"/>	Season Sponsor	2000
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#### LOFTS TOUR/TIP TOP TOAST

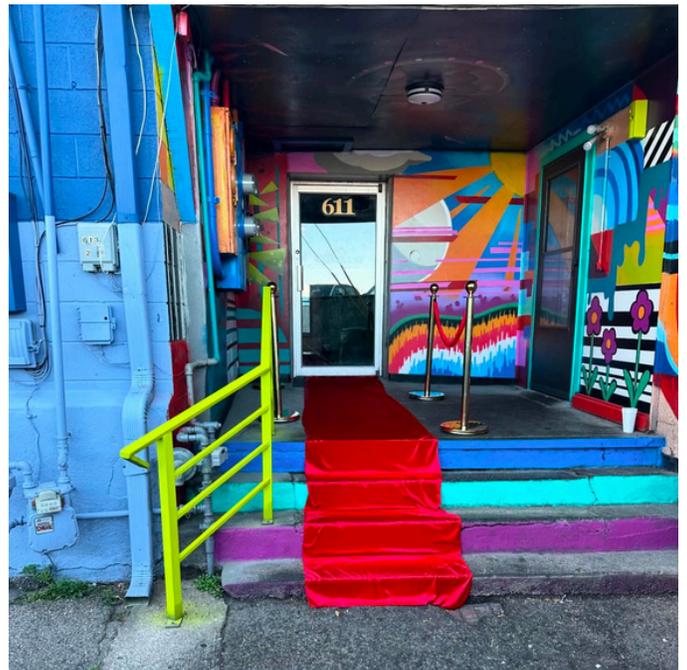
<input type="checkbox"/>	Presenting Sponsor	2000
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#### FIRST FRIDAY WINESHARE

<input type="checkbox"/>	Presenting Sponsor	2000
<input type="checkbox"/>	Monthly Sponsor	500

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#### MORE INFORMATION

DOWNTOWN  
JOPLIN  
ALLIANCE



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*Thank you for your support!*