



MAIN STREET PROGRAM  
A City and Chamber Partnership

# SPONSORSHIP OPPORTUNITIES

# MAIN STREET

## PARADE OF TRUCKS

### MAIN EVENT SPONSORS \$1,000



- Inclusion of any vehicle(s) you'd like in the parade
- Logo and business included in all promotion (digital, print, radio)
- Parade line priority (after civil service vehicles, i.e. police, fire, etc.)
- Option to set up a booth

### CIVIL SERVICE SPONSOR \$250

- Enables civil service vehicles to participate

### PARTICIPANT \$100

- Have a vehicle included in parade

## WINONA IN THE STREET

### SERIES SPONSORS \$1,000-2,500



- Business logo on promotional materials and series signage at each event

### SUPPORTING SPONSORS \$500



- Business logo on signage materials

## CRAZY DAYS

### EVENT SPONSOR \$1,000

- Business logo on promotional materials including Enews, social media, and radio

## BIG MUDDY BREW 'N QUE

### STAGE \$6,000

### DAY ENTERTAINMENT \$2,500

### BEST IN AREA RESTAURANT TASTING \$2,500

### BIG MUDDY LEVEL SPONSOR \$2,500+

### RIVER LEVEL SPONSOR \$1,000-2,499



### LEVEE LEVEL SPONSOR \$500-999

For sponsorship benefits or more information on sponsorship opportunities for Big Muddy, contact Jenna at [jlubinski@winonachamber.com](mailto:jlubinski@winonachamber.com)

# MAIN STREET

## STREETS & TREATS

### MAIN EVENT SPONSOR \$1,500

- Business logo on all promotional materials including billboard, Enews, social media, and signage at event

### MAGICIAN SPONSOR \$500

- Business logo on signage at event
- Business name on schedule of events displayed at event and distributed to attendees
- Business mention on social media

## LIGHT UP DOWNTOWN

### SHINING LEVEL \$1,000+

- Business logo pictured on its own sign at event and placed in a prominent location
- Business logo on all promotional materials including billboard, Enews, and social media

### SPARKLE LEVEL \$500

- Business logo pictured on signage at event
- Business mention on social media

### TWINKLE LEVEL \$250

- Business name listed on signage at event
- Business mention on social media

## SHOP SMALL SATURDAY

### EVENT SPONSOR \$1,000

- Business logo on all promotional materials including billboard, Enews, and social media
- Business mention on social media

### SANTA SPONSOR \$250

- Business logo on all promotional materials including billboard, Enews, and social media
- Business mention on social media
- Business logo on sign by Santa

### PARTICIPATING BUSINESS \$50

- Business name in radio ads
- Business featured in post on social media
- Non-Friend of Main Street pricing is \$75

## TOAST TO THE HOLIDAYS

### TOASTING SPONSOR \$500

- Business logo on all promotional materials including billboard, Enews, social media, and on a tag attached to each bag

# FRIENDS OF MAIN STREET

Do you believe in the future of downtown Winona and its importance to our community? Then show your commitment to its continued revitalization and become a Friend of Main Street. With four different levels, there are friendships for everyone!

## **FRIEND LEVEL** (for individuals) **\$75**

- Receive Friend of Main Street sticker
- Added to mailing list for monthly Main Street newsletter
- Support an important program that contributes to the continued growth and development of our historic downtown.

## **DOWNTOWN ADVOCATE LEVEL** (for businesses) **\$175**

- Everything listed at “Friend Level” PLUS
- Eligible for Main Street Business of the Year award (if located in downtown)
- Business/company/organization name listed on Main Street’s website
- Eligible for grant opportunities provided by Rethos, the organization that houses the Main Street Program at the state level (if business is located in the downtown district)
- Priority eligibility to participate in Main Street events (Parade of Trucks, Streets & Treats, Halloween Window Walk, Holiday Window Walk, Shop Small Saturday)
- Social media recognition of business news and announcements

## **DOWNTOWN LEADER LEVEL** (for businesses) **\$300**

- Everything listed at “Downtown Advocate Level” PLUS
- Business/company/organization logo listed on Main Street’s website along with hyperlink redirecting visitors to your website
- Priority sponsorship opportunities for Main Street fundraising events (Parade of Trucks, Big Muddy Brew ‘n Que, Streets & Treats, Light Up Downtown, Shop Small Saturday, Toast to the Holidays)
- Space in the Main Street newsletter to make announcements

## **DOWNTOWN CHAMPION LEVEL** (for businesses that support a thriving downtown) **\$750**

- Everything listed at “Downtown Leader Level” PLUS
- Signage as a Main Street Champion in the downtown district
- Logo listed in monthly Main Street newsletters linking back to your website

**THANK YOU DOWNTOWN CHAMPIONS!**

**Edward Jones**

**LEIGHTON  
MEDIA**

**s2s** Architects  
Build | Experience