

## 2023 Annual Events and Program Activities Sponsorship Packages

These sponsorship options include lead sponsor recognition at all 2023 Barracks Row Main Street events. The details of each event sponsorship are always flexible, but suggestions for each are below. Sponsorship benefits can be customized and finalized.

### ***Barracks Row Garden Party***

#### *Customizable Sponsorship*

Have an idea? Let us know and we will work with you creatively.

#### *Designer - \$5000*

Sponsors will receive prominent logo placement on all marketing materials including city-wide print advertising to promote the event, on-site signage during the event, and 25 complimentary tickets.

#### *Garender - \$2500*

Sponsors will receive prominent logo placement on all marketing materials including city-wide print advertising to promote the event, on-site signage during the event, and 15 complimentary tickets.

#### *Neighbor - \$1000*

Sponsors will receive a listing on all marketing materials including city-wide print advertising to promote the event, on-site signage during the event, and 10 complimentary tickets.

#### *Friend- \$500*

Sponsors will receive a listing on all marketing materials including city-wide print advertising to promote the event, on-site signage during the event, and 6 complimentary tickets.

### ***Smoke & Mirrors - Stage Event One - Thursday May 25th\*\****

#### *Customizable Sponsorship*

Have an idea? Let us know and we will work with you creatively.

#### *Gold Star Sponsor - \$1000 (Unlimited)*

Sponsors will receive a listing on all marketing materials including city-wide print advertising to promote the event, on-site signage during the event, and 6 complimentary tickets.

### ***Guinness Book of World Records Event - July 4th\*\****

#### *Customizable Sponsorship*

Have an idea? Let us know and we will work with you creatively.



**Signature Sponsor - \$15,000 (One)**

Top-billing logo recognition in all promotional materials for the event, including event posters, email marketing campaigns, and digital and print advertising. Prominent logo placement on signage for all art and performance venues and the back cover of the printed Event Guide. Prominent linked logo placement on the event webpage. Prominent recognition on Facebook and Eventbrite pages. Option to have 10x10 space to set-up a booth at the Guinness Book of World Records Welcome Center. Complimentary full-page ad (5.5"x8.5") in the printed Event Guide. Up to 10 social media shout-outs before and during the event. And four complimentary event T-shirts.

**Gold Sponsor - \$10,000 (Unlimited)**

Second tier logo recognition in promotional materials, including event posters, direct mail, email marketing campaigns, and select print advertising. Second tier logo placement on venue signage and back cover of printed Event Guide. Second tier linked logo placement on the event webpage. Recognition on Facebook and Eventbrite pages. Complimentary full-page ad (5.5"x8.5") in the printed Event Guide. Up to 5 social media shout-outs before and during the event. Two complimentary event T-shirts.

**Event Sponsor - \$5,000 (Unlimited)**

Named sponsor for Guinness Book of World Records venue of your choosing, excluding Welcome Center. Prominent logo placement on venue signage and promotional materials. Exhibit space to highlight your business at your sponsored venue. Logo placement on the venue page in the Event Guide. Third tier linked logo placement on the event webpage. Recognition in the newsletter. Complimentary half-page ad (5.5"x4.25") in the printed Event Guide.

***Barracks Row St. Patrick's Day Bartending Event***

**Customizable Sponsorship**

Have an idea? Let us know and we will work with you creatively.

**Event Sponsor - \$1,000 (Unlimited)**

Sponsors will receive a listing on all marketing materials including city-wide print advertising to promote the event, on-site signage during the event, and 6 complimentary tickets.

***Barracks Row Art All Night***

**Customizable Sponsorship**

Have an idea? Let us know and we will work with you creatively.

**Signature Sponsor - \$10,000 (One)**

Top-billing logo recognition in all promotional materials for the event, including event posters, email marketing campaigns, and digital and print advertising. Prominent logo placement on signage for all art and performance venues and the back cover of the printed Event Guide. Prominent linked logo placement on the event webpage, and prominent recognition on Facebook and Eventbrite pages.



Option to have 10x10 space to set-up a booth at the Art All Night Welcome Center. Complimentary full-page ad (5.5"x8.5") in the printed Event Guide. Up to 10 social media shout-outs before and during Art All Night. Four complimentary event T-shirts.

*Signature Sponsor - \$5,000*

Second tier logo recognition in promotional materials, including event posters, direct mail, email marketing campaigns and select print advertising. Second tier logo placement on venue signage and back cover of printed Event Guide. Second tier linked logo placement on the event webpage, and recognition on Facebook and Eventbrite pages. Complimentary full-page ad (5.5"x8.5") in the printed Event Guide. Up to 5 social media shout-outs before and during Art All Night. Two complimentary event T-shirts.

*Signature Sponsor - \$2,500*

Named sponsor for the Art All Night venue of your choosing, excluding Welcome Center, with prominent logo placement on venue signage and promotional materials. Exhibit space to highlight your business at your sponsored venue. Logo placement on the venue page in the Event Guide. Third tier linked logo placement on the event webpage Recognition in the Barracks Row newsletter. Complimentary half-page ad (5.5"x4.25") in the printed Event Guide.

***Barracks Row Jazz Festival - In partnership with Capitol Hill Jazz Foundation***

*Customizable Sponsorship*

Have an idea? Let us know and we will work with you creatively.

*Title Sponsorship - \$5,000*

Presenting Sponsor of the festival's main stage. Meet the headline during the festival. Logo displayed on the main stage. Logo displayed on website & print marketing materials.

*Second Stage Sponsorship - \$2,000*

Presenting sponsor of the festival's second stage. Logo displayed on the second stage. Logo displayed on the website and printed marketing materials.

*Conference Sponsor - \$750*

Presenting sponsor at the two day conference session. Logo displayed on websites and printed marketing materials.

***Barracks Row Winter Lights***

*Customizable Sponsorship*

Have an idea? Let us know and we will work with you creatively.

*Title Sponsorship - \$5,000 - One*

Company discussed and promoted during the speech before tree lighting. Company mentioned publicity relating to the light show. Large sponsorship



signage sidewalk stickers. Logo displayed on website & print marketing materials.

*Santa Sponsorship - \$2,000 - Unlimited*

Show website will list your company as a sponsor. Company mentioned prior to the tree lighting. Logo displayed on the website and printed marketing materials.

*Friend Sponsor - \$250 - Unlimited*

Logo displayed on websites and printed marketing materials.