

MAIN STREET HANFORD SPONSORSHIP OPPORTUNITIES

It is Main Street Hanford's mission to support, promote and revitalize downtown Hanford. We strive to improve the quality of life for the people who live, work and visit downtown by helping to create and stimulate a thriving community.

Everybody's Irish in downtown Hanford is usually held on St. Patrick's Day. It is a microbrew tasting with 20+ different microbrews to taste at participating businesses. We sell 1000 tickets and we usually sell out. We do heavy marketing online, social media, The Sentinel as well as radio. Sponsorships also include the option to have a booth at the event and tickets to the event. This is a great opportunity to gain name recognition and show support for small businesses. We have two sponsorships available.

1. **Presenting Sponsor at \$2000.** This sponsorship includes your business name at the top of all marketing material listed as, Main Street Hanford and (your business) present Everybody's Irish in downtown Hanford. Our promotions reach anywhere from 30,000 to 50,000+.
2. **Logo Sponsor is \$250.** This sponsorship includes your business logo on our poster, logo on a banner at the event, and a boosted post about your business on our social media.

Blues & Roots Festival is usually held the 3rd Saturday in September. It is a free concert for the community and is extremely well attended. We have one sponsorship opportunity available. This sponsorship includes your logo on our marketing material (including t-shirts), social media, The Sentinel ads (online and print), and a booth at the event. We begin marketing this event with a boosted post on social media for 2 months before the festival.

1. **Logo Sponsor is \$350.** This includes business logo on posters, social media, all print and online advertising and logo on t-shirts.

Withes Night Out is usually held on the 3rd Friday in October. This is a fun ladies' night out and always sells out at 1500 tickets. We begin heavy marketing in mid/late August with online advertising and posters. This event is our most popular and tickets sell out within 1 week of going on sale. We do heavy marketing online, social media, and The Sentinel. Sponsorships also include the option to have a booth at the event and tickets to the event. This is a great opportunity to gain name recognition and show support for small businesses. We have two sponsorships available.

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2. **Logo Sponsor is \$350.** This sponsorship includes your business logo on our poster, logo on a banner at the event, and a boosted post about your business on our social media.

Wine & Chocolate Tasting is usually held the first Friday in December. It is a premier wine and chocolate and we provide high quality wine and chocolate to taste at participating businesses in downtown Hanford. We sell 1000 tickets and we usually sell out. We do heavy marketing online, social media, The Sentinel as well as radio. Sponsorships also include the option to have a booth at the event and tickets to the event. This is a great opportunity to gain name recognition and show support for small businesses. We have two sponsorships available.

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2. **Logo Sponsor is \$250.** This sponsorship includes your business logo on our poster, logo on a banner at the event, and a boosted post about your business on our social media.

THURSDAY NIGHT MARKET PLACE (TNMP) MAY THROUGH OCTOBER

Gold Sponsor (Only two available) \$7,500

- Logo on event poster (500).
- Five promotional banners in beer garden and on the street provided by MSH (2' x 6').
- Logo on all print media advertising.
- Your business logo will be included on The Sentinel website for 24 hours advertising TNMP.
- Logo on TNMP street banner. Banner hangs above the street on Irwin St and Lacey Boulevard for six months.
- Logo on t-shirts.
- Two 10' x 10' booth spaces on the street each Thursday night during Market with scheduled dates determined in advance of TNMP opening.
- Thank-you mentions at all band breaks, as well as beginning and close of Market.
- Sponsor name listed in "Street Scenes," a Sentinel insert appearing three times during TNMP.
- Special events and promotions offered by the sponsor mentioned at breaks during TNMP.
- Logo on www.mainstreethanford.com with link to Sponsor's website.

Silver Sponsor (Only three available) \$5,200

- Logo on event poster (500).
- Logo on all print media ads.
- Your business logo will be included on The Sentinel website for 24 hours advertising TNMP.
- Logo on the TNMP street Banner. The banner hangs above the street on Irwin St and Lacey Blvd for six months.
- Logo on t-shirts.
- One 10' x 10' booth space for five Thursday nights during Market with scheduled dates determined in advance of TNMP opening.
- Thank-you mentions at all band breaks, as well as beginning and close of Market.
- Sponsor name listed in "Street Scenes," a Sentinel insert appearing three times during TNMP.
- Special events and promotions offered by the sponsor mentioned at breaks during TNMP.
- Logo on www.mainstreethanford.com with link to Sponsor's website.

Bronze Sponsor (Only four available) \$3,500

- Sponsor name on event poster (500).
- Sponsor name on print media.
- Your business logo will be included on The Sentinel website for 24 hours advertising TNMP.
- Logo on the TNMP street banner. Banner hangs above the street on Irwin St and Lacey Blvd for six months.
- Sponsor name on t-shirts.
- One 10' x 10' booth space for three Thursday nights during Market with scheduled dates determined in advance of TNMP opening.
- Thank you mentions at all band breaks, as well as beginning and close of Market.
- Logo on www.mainstreethanford.com with link to sponsor's website.

Nightly Sponsor (26 available) \$350

- Your business name will be included in 1 front page strip in Lemoore Navy News and The Sentinel.
- Your business name will be included on The Sentinel website for 24 hours advertising Thursday Night Market Place. It will include the sponsor date, band and your business name.
- Your business name will be included on the Entertainment Schedule. This is available on our website, social media and passed out at every market. Copies are also distributed at locations around town.
- You will have a 10 ft. x 10 ft. priority booth location during your sponsorship night.
- You can introduce the band, hand out promotional items and information from your booth, and be as creative and fun as you would like.
- This is a great opportunity to bring customers, vendors, family, friends, and employees to YOUR Thursday Night Market Place.