

MAY 1, JUNE 5, JULY 3, AUGUST 7, SEPTEMBER 4, OCTOBER 2, DECEMBER 4

\$5000

## Season Sponsor (1)

- Listed as the First Friday event sponsor on every Facebook event page throughout the year.
- Mentioned on all marketing platforms throughout the entire year.
- Business or organization logo on the stage signage alongside the month's Event Sponsor logo, and the Main Street Greencastle logo. Stage signage consists of a 2ft x 3ft, folding sandwich board placed at each stage location for the entire First Friday season.
- Represented during 2 live on-air spots with WREB the week of the event and noted in the Banner Graphic article about the event during that week.
- (Optional) PREMIUM booth space is included during each event.

\$1500

## Stage Sponsor (6)

- Business or organization logo on the stage signage alongside other stage sponsors.
- Stage signage consists of a 2ftx3ft, folding sandwich boards placed at each stage location for the entire First Friday season.
- Mentioned on all marketing platforms throughout the entire year.

\$750

## Month Sponsor (7)

- Premier booth space in the heart of the event, located on the northeast corner of the courthouse square.
- Business or organization logo on the stage signage alongside the Primary Sponsor logo, and the Main Street Greencastle logo. Stage signage consists of a 2ft x 3ft, folding sandwich board placed at each stage location for the selected month.
- Listed as the month's event sponsor on the Facebook event page in the selected month.
- Represented during the live on-air spot with WREB the morning of the event and noted in the Banner Graphic article about the event during that week.

\$500

## Community Engagement Sponsor (1)

- Logo featured prominently on the First Friday Welcome Booth at every First Friday event
- Recognition as a First Friday contributing sponsor on all First Friday event promotions
- Opportunity to place promotional materials at the First Friday Welcome Booth
- Sponsor listing on every First Friday Facebook event page throughout the season



I'd love to partner with you. Let's talk.

Kate Knaul, Executive Director



1 N. Locust St., Greencastle, IN 46135



[www.mainstreetgc.org](http://www.mainstreetgc.org)



[hello@mainstreetgc.org](mailto:hello@mainstreetgc.org)

# Main Street Event Sponsorships

TRICK OR TREAT DOWNTOWN, DEVOUR DOWNTOWN, SMALL BUSINESS SATURDAY

\$750

## Champion (1)

- Premier logo placement on all event signage
- Logo included on all event signage
- Logo on the Main Street Greencastle website event page
- Social media mentions and sponsor tags on event promotions
- Vendor space at the event (when applicable)
- Dedicated social media shout-out

\$500

## Supporter (2)

- Logo included on all event signage
- Logo on the Main Street Greencastle website event page
- Social media mentions and sponsor tags on event promotions
- Dedicated social media shout-out

\$250

## Friend (3)

- Name listed on all event signage
- Name listed on the Main Street Greencastle website event page
- Social media recognition

## Main Street Community Partnership

Events bring people downtown for a day.  
Main Street Greencastle keeps them coming back.

By becoming a Main Street Community Partner, your business isn't just sponsoring individual events — you're investing in a stronger, more attractive downtown, small business growth and retention, historic preservation and placemaking, increased foot traffic and community pride, and long-term economic vitality for Greencastle.

That makes this more than marketing. It's a partnership in the future of Greencastle.

\$1,000  
- \$5,000

- Recognition across all Main Street Greencastle events, including First Fridays and Community Events
- Ongoing digital visibility through the MSG website, newsletter, and social media
- Placement on event signage, banners, and printed materials
- Opportunities to engage the community through vendor space, features, and spotlights
- Public recognition as a leader in downtown investment

(Higher levels receive expanded benefits like homepage placement, featured stories, and speaking opportunities.)