



TENLEYTOWN MAIN STREET SPONSORSHIP OPPORTUNITIES

ART ALL NIGHT: Saturday, September 25, 2021

Art All Night celebrates the performing and visual arts, showcasing the diverse talents of our city's creative community. Tenleytown Main Street transforms public and private spaces into pop-up galleries and performance stages for a night of art in all its forms. Art All Night also supports local businesses, through increased foot traffic and promotional opportunities, providing a catalyst for community renewal following the COVID-19 pandemic. Scores of artists and performers will activate Wisconsin Avenue, bringing thousands to our corridor during the five-hour event.*

Be a part of making the arts come alive in Tenleytown – and engage thousands of potential customers through extensive visibility opportunities. Art All Night - Tenleytown marketing materials reach more than 450,000 people annually.

* In producing Art All Night, TMS will follow all public health guidelines in place at the time of the event to ensure the safety of our artists, performers, patrons, and attendees.

SPONSORSHIP LEVELS

(Businesses must be committed by July 1, 2021 to receive all listed benefits)

GOLD SPONSOR – \$5,000

- Named sponsor for Art All Night 2021 in Tenleytown, with top-billing logo recognition in all promotional materials for the event, including:
 - event posters displayed in business windows throughout Tenleytown
 - direct mail and email marketing campaigns
 - advertising in publications such as the Washington City Paper, The Georgetown, Forest Hills Connection, and/or The Eagle
 - signage for all art and performance venues
 - back cover of the printed Event Guide
- Linked logo with prominent placement on the Tenleytown Art All Night website, TMS homepage, and TMS sponsors page
- Exhibit space at an art and performance venue to highlight your business
- Complimentary full-page ad in the printed Event Guide
- 10 social media shout-outs before and during Art All Night
- Complimentary 1-year TMS Business Membership*, which includes: a high visibility listing in the TMS digital business directory; enhanced publicity for events, promotions, and special offerings on the TMS website, app, social media channels, and print publications; discounts on advertising and promotional opportunities; and a Tenleytown Main Street Business District decal for your store window and website.

SILVER SPONSOR – \$2,500

- Premium logo recognition in all promotional materials, including event posters, direct mail and email marketing campaigns, art and performance venue signage, and select print advertising
- Linked logo on the Tenleytown Art All Night website and TMS sponsors page
- Complimentary full-page ad in the printed Event Guide
- 5 social media shout-outs before and during Art All Night
- Complimentary 1-year TMS Business Membership*, which includes: a high visibility listing in the TMS digital business directory; enhanced publicity for events, promotions, and special offerings on the TMS website, app, social media channels, and print publications; discounts on advertising and promotional opportunities; and a Tenleytown Main Street Business District decal for your store window and website.

ART & PERFORMANCE VENUE SPONSOR – \$1,000 (only 10 available)

- Named sponsor for Art All Night venue of your choosing, with logo included prominently on signage and promotional materials for that venue
- Exhibit space to highlight your business at your sponsored venue
- Complimentary half-page ad in Art All Night printed Event Guide
- Linked logo on the Tenleytown Art All Night website and TMS sponsors page
- Complimentary 1-year TMS Business Membership*, which includes: a high visibility listing in the TMS digital business directory; enhanced publicity for events, promotions, and special offerings on the TMS website, app, social media channels, and print publications; discounts on advertising and promotional opportunities; and a Tenleytown Main Street Business District decal for your store window and website.

*available to businesses located in or adjacent to Tenleytown



TENLEYTOWN MAIN STREET ADVERTISING OPPORTUNITIES

THE PROGRAM

The Tenleytown Main Street (TMS) Art All Night Guide Book is an interactive way to get attendees to engage with local businesses in Tenleytown.

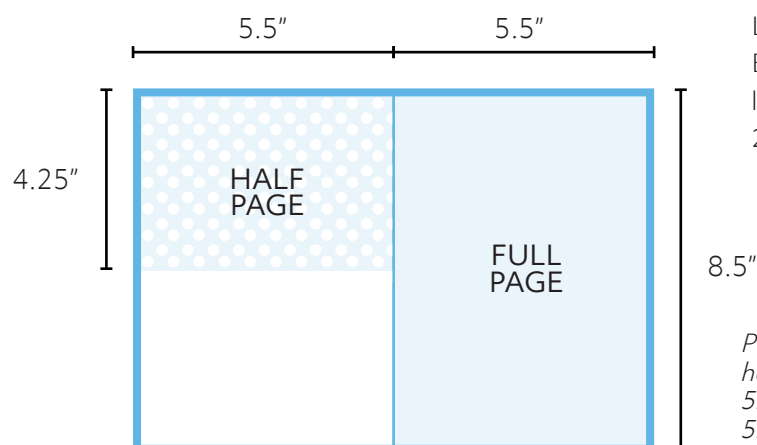
WHY

The full-color Guide Book serves as an event guide as well as a local business directory to encourage foot traffic during Art All Night, as well as return customers long after the event.

WHO

Looking to promote your business or service to the local community? Art All Night will attract thousands of patrons and increase exposure to Tenleytown's local businesses.

	Early Bird Rate By July 1	Regular Rate By August 1
Half Page Ad	\$150	\$175
Full Page Ad	\$300	\$350
Full Page + 1 yr TMS Membership (A limited \$200 savings for an annual business membership -- available for new members only)	\$600	



HOW

Businesses that would like to advertise in the Guide Book pay a fee for either a full or half-page ad (see chart below). We suggest that businesses include a deal (e.g. 2 for 1 specials, discounts, gift with purchase, etc.) to encourage guests to visit their establishments either during or after the event.

WHEN

To receive the early bird rate, businesses must submit payment and a PDF of their formatted ad by July 1, 2021. After that, ads will be accepted at the regular rate until August 1. The Guide Book will be distributed before and during Art All Night, as well as in digital format on the TMS website. Attendees may use the book to receive special deals or offers at the discretion of participating businesses and/or until offers expire.

PAYMENTS

PLEASE SUBMIT ALL PAYMENTS TO:

Tenleytown Main Street
4545 42nd Street NW, Suite 214
Washington, DC 20016

AND DIRECT ALL INQUIRIES TO:

Leigh Catherine Miles
Executive Director
lcmiles@tenleytownmainstreet.org
202-362-1815

PLEASE NOTE: The assembled Guide Book is the size of a half sheet of 8.5x11" paper, so a full page ad is 5.5x8.5" (vertical orientation), and a half page ad is 5.5x4.25" (horizontal orientation).