



SPONSORSHIP OPPORTUNITIES

Tenleytown Main Street



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EXECUTIVE DIRECTOR

Leigh Catherine Miles

TENLEYTOWN MAIN STREET

Tenleytown Main Street is a community-based nonprofit organization that works with residents and local businesses to strengthen the economic vitality of Tenleytown. We seek to achieve a business district that is a thriving, walkable, and friendly neighborhood center that retains its small town feel with up-to-date urban amenities.

Our portfolio of programs is designed to meet the unique needs of the Tenleytown business community, including marketing and special events, public and urban green space maintenance, small business consulting, and financial support for physical improvements to commercial buildings. As a welcoming hub of community life, our Main Street nurtures a vibrant local economy and culture that can only be found at our own “top of the town.”

Tenleytown Main Street is a Main Street America™ Accredited program and a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development.



BY THE NUMBERS

205 BUSINESSES

Served by our Main Street, including restaurants, fitness studios, national retailers, and iconic locally-owned shops.

32,700+ RESIDENTS

Who live within 1 sq. mile. Tenleytown has an affluent, local-serving population, as well as a sizeable white-collar workforce population. Educational institutions add more than 25,000 people to the consumer mix.

Within the next two years, Tenleytown will welcome 1,500 new apartments and an additional 185,000 sf of retail and 160,000 sf of office space.

WEB & SOCIAL STATS

83,915

Annual website page views

2,617

Around the 'Town subscribers

5,500

Social media followers



ART ALL NIGHT



EVENT DETAILS

Tenleytown's premier annual event, Art All Night celebrates the visual and performing arts in our creative community. The event includes exhibits, live performances, and interactive art experiences throughout Tenleytown, featuring 200+ artists and performers at more than 15 local venues. More than 15,000 people attend annually from across the greater DC area, and promotional materials reach 450,000+.

DATE

September 24

SPONSORSHIP LEVELS

TWO \$5,000 GOLD SPONSORS

- Top-billing logo recognition in all promotional materials for the event, including event posters, direct mail and 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 and Top Shelf wristbands
- Complimentary 1-year TMS Business Membership, for sponsors located within or adjacent to the TMS boundaries

Sponsorship Levels are continued on the next page.



MORE ART ALL NIGHT SPONSORSHIP LEVELS

TWO \$2,500 SILVER SPONSORS

- Second tier logo recognition in promotional materials, including event posters, direct mail and 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 and Top Shelf wristbands
- Complimentary 1-year TMS Business Membership, for sponsors located within or adjacent to the TMS boundaries

SEVEN \$1,000 VENUE SPONSORS

- Named sponsor for 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 venue page in the Event Guide and third tier linked logo placement on the event webpage
- Recognition in the Around the 'Town newsletter
- Complimentary half-page ad (5.5"x4.25") in the printed Event Guide
- Complimentary 1-year TMS Business Membership, for sponsors located within or adjacent to the TMS boundaries

FIVE \$500 TOP SHELF SPONSORS

- Named sponsor for one Top Shelf drink program location
- Option to feature your wine, beer, or spirits at selected Top Shelf location, and provide swag or information
- Recognition in all Top Shelf promotional materials, including Eventbrite, event webpage, and printed Event Guide

ADVERTISING PACKAGES

ART ALL NIGHT GUIDEBOOK

The Art All Night Guidebook is an interactive way to get attendees to engage with your business. The full-color Guidebook serves as a must read event guide for festival goers, as well as a local business directory to encourage foot traffic during Art All Night, as well as return customers. The Guidebook is distributed in hardcopy before and during Art All Night, as well as in digital format on the event website. Festival goers may use the book to receive special deals or offers at the discretion of participating businesses.

ADVERTISING RATES

Businesses may purchase either a full or half-page ad. TMS suggests that businesses include an offer in their ads, e.g. 2 for 1 specials, discounts, gift with purchase, etc., to encourage festival goers to visit their establishments either during or after the event.

	Early Bird Rate <i>by July 1</i>	Regular Rate <i>by August 1</i>
Half Page Ad	\$150	\$175
Full Page Ad	\$300	\$350
Full Page Ad + 1 yr TMS Membership (A limited time \$200 savings for an annual business membership; available for new members only)	\$600	N/A

To receive the early bird rate, businesses must submit payment and a .pdf of their formatted ad by July 1, 2022. After that, ads will be accepted at the regular rate until August 1.

Please Note: The assembled Guidebook is the size of a half sheet of 8.5"x11" paper. A full page ad is 5.5x8.5" (vertical orientation). A half page ad is 5.5x4.25" (horizontal orientation).

TMS BUSINESS MEMBERSHIP



PROGRAM DETAILS

Businesses within or adjacent to Tenleytown Main Street can show their support for a thriving business district by making an annual investment in TMS's work to support local businesses, attract customers, and foster a clean, green, and vibrant commercial area. According to the National Main Street Center, on average for every dollar contributed to a Main Street program, more than \$30 is reinvested in the local economy.

ANNUAL MEMBERSHIP

\$500 ANNUALLY OR \$50 A MONTH

- High visibility listing in the TMS digital business directory
- Enhanced publicity for events, promotions, and special offerings through the TMS website, app, social media channels, and publications
- Discounts on advertising and promotional opportunities, including sponsored content in the Around the 'Town and Tenleytown Business Brief e-newsletters
- Discounts on meeting space rental at the TMS offices
- Support from TMS, including strategic advice and networking
- Tenleytown Main Street Business District decal for your store window and website
- Linked logo recognition on TMS website

Not only do you receive special benefits as a Tenleytown Business Member, your support also fosters a vibrant, resilient business district that benefits all our local businesses.



CONTACT INFORMATION

Tenleytown Main Street is committed to working within local guidelines when it comes to planning safe events for the community. We reserve the right to modify, reschedule, or cancel events in order to protect public safety at any time. Confirmed sponsors will be notified when events are canceled or rescheduled and will be given an opportunity to convert their current sponsorships to other opportunities or a Tenleytown Community Champion donation.

INTERESTED IN A SPONSORSHIP OPPORTUNITY?

Contact Leigh Catherine Miles to discuss sponsorship level details, as well as annual partnership packages.

Email: lcmls@tenleytownmainstreet.org
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