

2023 Downtown Thursdays

Free outdoor summer concert series showcasing local, regional, and national bands, local food, beverages and artisans to welcome families, employees, visitors, & residents into the heart of Owatonna - revitalizing our downtown and enriching our community. This 4 time, event is an after- work, family-friendly social gathering that attracts thousands of attendees annually with its music and vendors. This event provides sponsors the opportunity to engage with a diverse group of individuals in Downtown Owatonna.

**DOWNTOWN THURSDAYS**

JUNE 1 JULY 6 AUGUST 3 SEPTEMBER 7

Downtown Owatonna Central Park & North Cedar Ave

Audience (2022): 2000 est. attendees per event

Expect (2023) 3000-4000 per event

 Potential estimated reach of 12,000-16,000



 **2023 HEADLINE SPONSORSHIP: $8,000 (1 Available)**

1. Category exclusivity for all 4 events
2. VIP Opportunities: Seating and 10 drink tickets for staff or guests for all 4 events
3. A larger impact of brand visibility through an exclusive

sponsorship with a large banner displayed on stage for each event and opportunity to introduce headlining act each event

1. Prominent logo on event signage, Mainstreet website
2. Prominent logo inclusion on posters, fliers, and social media
3. Prominent recognition in print and radio ads
4. Booth at all 4 events
5. Selfie Station with logo backdrop and custom frame options.
6. **MARKET SPONSOR: $3,000 (limited available)**
7. Logo on all event signage and Mainstreet Website
8. Logo on all marketing posters, fliers and social media
9. Booth at all 4 events
10. Opportunity to introduce act on Showmobile stage each event
11. Recognition in print and radio ads

 **2023 BANDS & FANS SPONSOR: $1,000 (unlimited)**

 l. Live thank you from stage

1. Logo on event banner and signage
2. Booth at each event
3. Recognition in radio ads and social media

 **2023 PARTNERSHIP SPONSOR: $500 (unlimited)**

1. Live thank you from stage
2. Booth at all 4 event
3. Logo on signage displayed at event