



2023 Downtown Thursdays

Free outdoor summer concert series showcasing local, regional, and national bands, along with 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.

2023 HEADLINE SPONSOR: \$8,000 (1 Available)

Category exclusivity for all four events

1. VIP Opportunities: Reserved seating for Concert in Central Park and ten drink tickets for staff/guests for all 4 events
2. A larger impact of brand visibility through an exclusive sponsorship with a large banner displayed on stage for each event and opportunity to introduce main act at each event
3. Prominent logo on event signage, Chamber website, posters, and social media
4. Prominent recognition in print and radio ads
5. Booth at all four events, your choice of location
6. Selfie Station with your company logo backdrop and custom frame options.
7. Preview video for social media and website

2023 MARKET SPONSOR: \$3,000 (limited available)

1. Logo on all event signage and Chamber Website
2. Logo on all marketing posters and social media
3. Booth at all four events, your choice of location
4. Opportunity to introduce act on Showmobile stage at each event
5. Preview Video for social media

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

1. Live thank you from main stage
2. Logo on all event signage, Chamber website, and social media
3. Booth at all four events
4. Facebook Live video night of event

2023 PARTNERSHIP SPONSOR: \$500 (unlimited)

1. Live thank you from main stage
2. Logo on Chamber website
3. Booth at all four events

Downtown Thursday
Food Music Shopping Art

JUNE 1 JULY 6 AUGUST 3 SEPTEMBER 7
Downtown Owatonna
Central Park & North Cedar Ave

Audience (2022): 2500 est. attendees per event
Expect (2023) at least 4000-6000 per event
Potential estimated reach of 12,000-24,000

