

GENERAL SUPPORT SPONSORSHIP

General support sponsors play a vital role in advancing the mission of Discover Downtown Washington. Your support provides flexible funding that allows our nonprofit to respond to evolving needs, invest in strategic revitalization efforts, and sustain the programs and projects that keep downtown Washington vibrant and welcoming. From beautification and placemaking to events, marketing, and small business support, general sponsorship ensures we can continue building a thriving downtown that benefits residents, businesses, and visitors alike.

| SPONSORSHIP LEVELS | MAIN STREET CHAMPION \$500 | DOWNTOWN ADVOCATE \$200 | COMMUNITY BUILDER \$100 | CIVIC LEADER \$50 | NEIGHBORHOOD PARTNER \$25 |
|---|----------------------------|-------------------------|-------------------------|-------------------|---------------------------|
| Eligible for Social Media Sharing | ★ | ★ | ★ | ★ | ★ |
| Company name on Discover Downtown Washington Website | ★ | ★ | ★ | ★ | ★ |
| Free Sponsor Window Cling | ★ | ★ | ★ | ★ | ★ |
| Eligible for Additional Buy-In Marketing Opportunities | ★ | ★ | ★ | ★ | |
| Included in E-Newsletter | ★ | ★ | ★ | | |
| Dedicated spotlight post (or short video feature) on social media | ★ | ★ | | | |
| Booth/table space at events (if applicable) | ★ | | | | |

Have an Idea to Champion?

We welcome and encourage general sponsors to bring forward ideas they are passionate about. If you have a project, program, or initiative you'd like to propose, Discover Downtown Washington is eager to explore how your vision can align with our mission and downtown revitalization goals. From creative placemaking and events to beautification or community-driven initiatives, we value collaborative partnerships that turn great ideas into meaningful impact for downtown Washington. If you have an idea you'd like to propose or want to start a conversation, we invite you to contact Discover Downtown Washington to explore the possibilities together.