

Sponsorship Opportunities

Presented by
**Discover Downtown
Washington**



Partnering for Impact & Innovation



2026

Partner with Discover Downtown Washington

Community doesn't happen by accident. It takes people who care. Businesses who invest. Neighbors who show up. When you partner with Discover Downtown Washington, you are helping fuel revitalization, beautification, historic preservation, business growth, events, and experiences that make our downtown a place we're proud to call home. Whether you're an individual supporter, a local business, or an event sponsor — there's a place for you.

FRIENDS OF DOWNTOWN

.....Page 2

Simple Giving. Big Impact -

For individuals and community members who want to support downtown's success, no strings attached! Flexible support for beautification, placemaking, and long-term revitalization.

ANNUAL SPONSORSHIP

.....Page 3

Invest in the heart of Washington. For businesses and organizations that want to actively support and align with Downtown progress while receiving brand visibility, positive community alignment, recognition across platforms, with tiered levels to fit every budget

EVENT SPONSORSHIP

.....Page 4

Support the moments that bring us together-downtown events create energy, drive foot traffic, and build memories. Event partners make those moments possible. Perfect for businesses that want targeted visibility and high engagement! Receive marketing and event specific perks.

FRIENDS OF DOWNTOWN



Friends of Downtown is a community of people who believe in the future of Downtown Washington.

Open to anyone—individuals, families, business owners, property owners, organizations, and supporters near and far—who share a passion for downtown vitality and want to play a role in its continued growth and revitalization.

Whether you live downtown, operate a business in the district, grew up here, or simply love what Downtown Washington represents, becoming a Friend of Downtown means standing behind the mission, vision, and projects that strengthen our community. Your support helps fuel beautification efforts, business development, events, public spaces, and long-term revitalization initiatives that make downtown a welcoming place for all.

Together, we invest in connection, creativity, and a thriving downtown that serves today's community and future generations.



SET YOUR OWN PRICE!

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.

EVENT SPONSORSHIP

Event sponsorships offer a meaningful way to support Discover Downtown Washington while gaining visibility at the heart of our community. By sponsoring a downtown event, you help bring people together, celebrate local culture, and create vibrant experiences that drive foot traffic and economic activity. Your partnership helps make these events possible while showcasing your commitment to the revitalization and continued success of downtown Washington.



Color Walk/Run
Pages 5-6



Farmers Market
Pages 7-8



Open House
Pages 9-10



Shop Small Saturday
Pages 11-12



Christmas on Main
Pages 13-14



Outdoor Movie Nights
Pages 15-16



Lunch & Learns
Pages 17-18



Hallow Brew + Vine
Pages 19-20

ABOUT THE EVENT

Color Walk/Run



Family-Friendly & High-Energy

Whether you walk, run, or dance your way through, the Downtown Color Walk/Run is all about fun, movement, and community spirit. Participants of all ages make their way through the heart of downtown as friends, family, and spectators cheer them on. The event ends in a colorful finale where a plume of vibrant color celebrates every finisher. Individuals or teams can participate, making this event perfect for families, workplaces, and community groups—while offering sponsors strong brand visibility and engagement.



SPONSORSHIP PACKAGES

PLATINUM

- Presented by title recognition
- Logo placement on t-shirts and print materials
- Spotlight in monthly DDW newsletter
- Social media shout out
- Added to our Color Run/Walk Partner list on website
- Opening and closing ceremony recognition
- Opportunity to distribute promotional materials at event
- FREE VIP registration for up to 10 participants
- FREE annual sponsorship to Discover Downtown Washington

\$1,000

GOLD

- Logo placement on print materials and event page
- Added to Color Run/Walk Partner list
- Dedicated Social Media Post
- Recognition during event
- Opportunity to distribute promotional materials at event
- FREE registration for up to 5 participants

\$500

SILVER

- Logo on print materials and event page
- Social media mention
- Recognition during event
- FREE registration for up to 5 participants

\$100



ABOUT THE EVENT

Downtown Washington Farmers Market



June-August | Saturdays at The Commons

A true downtown staple, the Downtown Washington Farmers Market transforms The Commons into a vibrant weekly gathering place all summer long. Featuring fresh produce, home-baked goods, local honey, flowers, and artisan products, the market is often paired with live music, food trucks, and pop-up community activities that keep visitors downtown longer. This event draws consistent crowds week after week, creating repeated exposure for sponsors and a trusted community tradition that residents plan their summers around.



SPONSORSHIP PACKAGES

PLATINUM

- Presented by title recognition
- Top/XL logo on printed materials
- Featured Press Release Spotlight
- Featured in DDW Newsletter
- Added to our Market Partner Sponsor list located on the DDW website
- Opening day recognition
- Opportunity to provide branded promotional materials at our info station
- Priority booth space throughout the season Jun-Aug (dates must be turned in in advance)
- FREE Annual Sponsorship to Discover Downtown Washington

\$1,500

GOLD

- Logo placement on print materials
- (1) Individual custom Facebook advertisement
- Weekly shout out on Farmers Market social media posts
- Added to our Market Partner Sponsor list
- (3) free booth spaces (must supply date in advance)
- Opportunity to provide branded promotional materials at our info station

\$500

SILVER

- Logo placement on print materials
- Weekly shout out on Farmers Market social media posts
- (1) free booth spaces (must supply date in advance)
- Added to our Market Partner Sponsor list

\$200



ABOUT THE EVENT

Open House /
Hop and Shop



(Three Events Throughout the Year)

Experience downtown in a whole new way during our Downtown Merchant Open Houses & Hop-and-Shop events. Visitors can explore downtown merchants and the beloved Chandelier Barn Market all in one day, hopping on a convenient shuttle loop running continuously from Eastside Park to downtown. Along the way, guests enjoy pop-up activities, food trucks, and live music—creating a lively, festival-style atmosphere that encourages exploration, shopping, and extended stays downtown. These events are designed to drive traffic, connect businesses, and showcase the best of Washington’s retail scene.



SPONSORSHIP PACKAGES

PLATINUM

- Presented by title recognition
- Top Logo placement on printed materials
- Press Release
- Spotlight in DDW monthly newsletter
- Dedicated social media post with business spotlight
- Added to our Hop and Shop Partner list on website
- Opportunity to distribute promotional materials at event
- Premium booth space (when applicable)
- Opportunity to appear in media interviews, Social media features, etc leading up to event
- FREE annual sponsorship to Discover Downtown Washington

\$2,000

GOLD

- Logo placement on print materials and event page
- Added to Shop Small Saturday partner list
- Dedicated social media business spotlight
- Opportunity to distribute promotional materials at event table
- Opportunity to host an activity or giveaway during event

\$1,000

SILVER

- Social media mentions leading up to the event
- Added to Shop Small Saturday partner list
- Logo on event page
- Opportunity to distribute promotional materials at event table

\$200



ABOUT THE EVENT

Shop Small
Saturday



National Event | Local Impact

Come home for the holidays and shop small in downtown Washington! Shop Small Business Saturday encourages visitors to support local merchants through exclusive sales, giveaways, treats, and festive experiences. Shoppers earn raffle tickets for every \$10 spent and bring them to the Discover Downtown Washington hub to enter themed raffle baskets curated by downtown businesses. After shopping, visitors can warm up with lunch in one of our popular heated igloo rentals—keeping shoppers downtown longer and spending more locally.



SPONSORSHIP PACKAGES

PLATINUM

- Presented by title recognition
- Top Logo placement on printed materials
- Full page feature in event program or brochure
- Social media feature leading up to event
- Added to our Shop Small Saturday Partner list on website
- Opportunity to distribute promotional materials at event
- FREE VIP registration/passes for event activities
- FREE sponsorship to Discover Downtown Washington

\$1,000

GOLD

- Logo placement on print materials and event page
- Added to Shop Small Saturday partner list
- Opportunity to distribute promotional materials at
- Advance notice on registration and ticket sale openings

\$500

SILVER

- Social media mentions leading up to the event
- Added to Shop Small Saturday partner list
- Logo on event page

\$100



ABOUT THE EVENT

Christmas on Main



First Saturday in December | A Hallmark-Style Holiday Experience

Straight out of a holiday movie, Christmas on Main turns downtown Washington into a festive winter wonderland. Families enjoy carriage rides, snowball fights, festive photo opportunities, food trucks, and a bustling vendor village—culminating in the beloved Christmas Parade and Santa greeting children afterward. This cherished community tradition continues to grow, with exciting future additions like an ice rink and live reindeer on the horizon. Sponsoring Christmas on Main connects businesses with nostalgic charm, family memories, and peak holiday foot traffic.



SPONSORSHIP PACKAGES

PLATINUM

- Presented by title recognition
- Top/XL logo on printed materials
- Featured Press Release Spotlight
- Dedicated social media post
- Featured in DDW Newsletter
- Added to our Christmas on Main Partner list located on the DDW website
- Onstage acknowledgement throughout event
- Opportunity to host branded activity booth at event
- Free Reserved Large Igloo for up to 8 people
- Logo on event t-shirt + one for you to keep
- Free 2027 Discover Downtown Washington general support sponsorship
- FREE annual sponsorship to Discover Downtown Washington

\$5,000

GOLD

- Logo placement on select print materials
- Dedicated social media post
- Logo on event t-shirt + one for you to keep
- On stage acknowledgement at start and end of event
- Free small igloo reservation for up to 4 people
- Free 2027 Discover Downtown Washington general support sponsorship
- Added to our Christmas on Main Partner list located on the DDW website

\$3,000

SILVER

- Logo placement on event page and social media mention
- Logo on event t-shirt + one for you to keep
- On stage acknowledgement during event
- Added to our Christmas on Main Partner list located on the DDW website

\$1,000



ABOUT THE EVENT

Outdoor Movie Nights



Family-Friendly | Community Favorite

Let's take the big screen outside! Downtown Outdoor Movie Nights bring families together for a relaxed, fun-filled evening under the stars. Guests grab blankets and lawn chairs and settle in for a family-friendly movie experience in the heart of downtown. With nearby dining, snacks, and a welcoming community atmosphere, these nights create memorable moments while encouraging visitors to enjoy downtown before and after the show—making them a perfect sponsorship opportunity with high visibility and broad appeal.



SPONSORSHIP PACKAGES

PLATINUM

- Presented by title recognition
- Top Logo placement on printed materials
- Press Release
- Spotlight in DDW monthly newsletter
- Dedicated social media post thank you
- Added to our Outdoor movie night Partner list on website
- Recognition during the event
- Opportunity to distribute promotional materials at event
- Approval of selected movie
- VIP seating area for up to 10 guests

\$600

GOLD

- Logo placement on print materials and event page
- Added to Outdoor Movie Night partner list
- Social media mention
- Opportunity to distribute promotional materials at event table
- VIP seating for up to 5 guests

\$200

SILVER

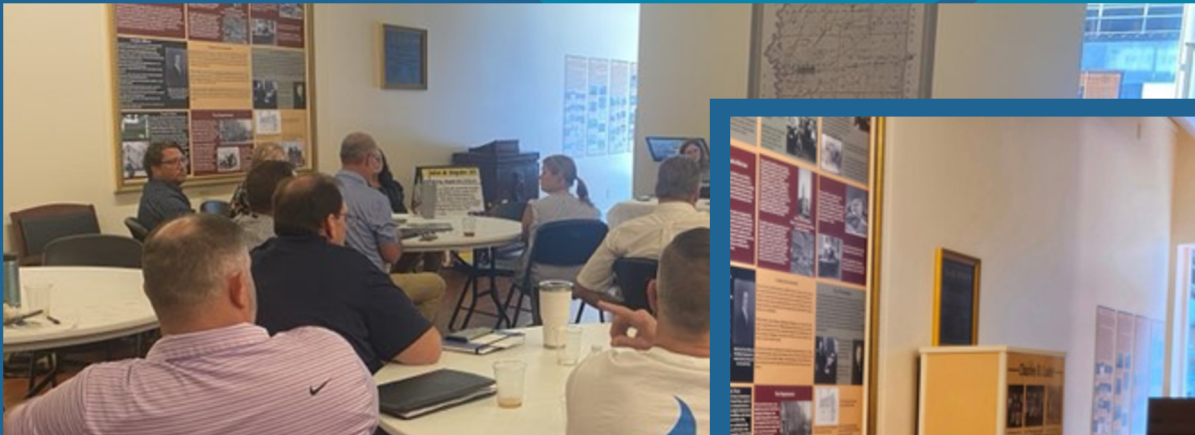
- Logo placement on print materials and event page
- Added to Outdoor Movie Night partner list
- Social Media mention
- Opportunity to distribute promotional materials at event table

\$100



ABOUT THE EVENT

Lunch & Learn Series



Educational | Business-Focused Programming

Our Lunch & Learn Series brings practical, accessible education to downtown businesses and the greater community. From starting a business and strengthening nonprofit operations to marketing strategies and hands-on tools like Canva, these sessions are designed to meet people where they are. Held in a casual, welcoming setting, Lunch & Learns foster professional growth, collaboration, and downtown engagement—positioning sponsors as champions of local success and lifelong learning.



SPONSORSHIP PACKAGES

PLATINUM

- Presented by title recognition, Platinum Sponsor
- Top Logo placement on event handouts and presentations
- Spotlight in DDW monthly newsletter
- Dedicated social media post thank you
- Added to our Lunch and Learn Partner list on website
- Reserved table at the event for up to 5 guests
- Opportunity to speak or present a short introduction at one Lunch and Learn event
- FREE Annual Sponsorship to Discover Downtown Washington

\$1,000

GOLD

- Recognition as a Gold Sponsor on select promotional materials
- Logo included on event handouts
- Social media mention
- Added to our Lunch and Learn Partner list on website
- Opportunity to distribute branded materials at event
- VIP seating for up to 3 guests

\$500

SILVER

- Logo on event handouts
- Added to Lunch and Learn partner list
- Opportunity to distribute promotional materials at event
- VIP seating for 2
- Recognition as Silver Sponsor on social media posts and event website

\$100



ABOUT THE EVENT

HallowBrew & Vine



Fall Festival | First-Year Event with Annual Growth Potential

HallowBrew & Vine is an immersive, full-day downtown tasting festival bringing beer, wine, and spirits to Main Street in a fun, festive atmosphere. Guests travel storefront to storefront sampling wines from local wineries, while beer, bourbon, and spirits lovers gather at the Chamber for cornhole, football, and a laid-back hangout vibe. The event also features a KidZone, live music at The Commons, a curated boutique vendor village, a blow-out bar, charcuterie and flower-arranging classes, and more—making it a true something-for-everyone experience. This inaugural event is designed to grow into a signature annual festival with strong sponsorship visibility.



SPONSORSHIP PACKAGES

PLATINUM

- Presented by title recognition
- Top/XL logo on printed materials
- Featured Press Release Spotlight
- Dedicated social media post
- Featured in DDW Newsletter
- Added to our HallowBrew and Vine Partner list located on the DDW website
- Onstage acknowledgement throughout event
- Opportunity to host branded activity booth at event
- VIP tasting passes for 10 guests
- FREE annual sponsorship to Discover Downtown Washington

\$5,000

GOLD

- Logo placement on print materials
- VIP tasting passes for 5 guests
- On stage acknowledgement at start and end of event
- Dedicated social media post
- Added to our HallowBrew & Vine Partner list located on the DDW website

\$3,000

SILVER

- Logo placement on event page and social media mention
- VIP tasting passes for 2 guests
- On stage mention during event
- Added to our HallowBrew & Vine Partner list located on the DDW website

\$1,000



WHY SPONSOR US?

Sponsoring Discover Downtown Washington offers a unique opportunity to connect with our vibrant community. This nonprofit organization is committed to revitalizing downtown Washington and honoring its rich cultural and historical heritage. By sponsoring specific events or the organization as a whole, you can help us attract both residents and visitors, fostering economic growth. Your support will showcase a strong dedication to community development, positioning you as a key ally in the area's revitalization initiatives.

In 2025, Discover Downtown Washington advanced multiple high-impact projects designed to strengthen downtown vibrancy, increase foot traffic, and build long-term capacity. From community-led placemaking to new event strategies and organizational growth, these projects reflect a year of momentum, collaboration, and measurable impact.

ADOPTION OF REVITALIZATION PLAN +

NEW MURAL +

LAUNCH OF DORA DISTRICT +

NEW EVENTS +



SPONSOR FORM



How I'd like to Sponsor:

Event Sponsorship

General Support Sponsor

Friend of Downtown

Business Name :

Date :

Business website :

Business Social Media Page :

Full Name :

E-Mail :

Address :

If you're sponsoring an event, please write which event:

Business Survey Questionnaire

This portion of the application is optional, but allows us to track the variety of businesses impacted.

Does your business identify as any of the below? Please select all that apply.

Women-Owned

Veteran-Owned

African American-Owned

Amish-Owned

Hispanic-Owned

Number of Employees :

My business offers sales or services online :

Yes

No

I am interested in learning more about how my business can support the Discover Downtown Washington :

Yes

No

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Top Notch Boutique

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