



sponsorship guide 2020

OLD TOWN
CAPE
INC.

Since 1999, Old Town Cape, Inc. has worked to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscape of Downtown Cape Girardeau, Missouri.

We imagine a thriving, diverse downtown that is cultured, historic, and the pulse of our community.

And we're counting on your sponsorship to help us get there.

Thank you for making Downtown Cape Girardeau a destination to live, work, and play.

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Old Town Cape, Inc.'s **Annual Dinner**

February 27, 2020

Century Casino Cape Girardeau

The public is invited to join Old Town Cape, Inc. for a dinner as we recognize the people and businesses that help us make Downtown Cape Girardeau a great place to live, work, and play.

	Premier Event Sponsor	Event Partner
Sponsorship Amount	\$3,000	\$1,500
Spaces Available	2	Unlimited
Inclusion on mailed invitation (approx. 400 sent annually)	logo	text
Inclusion on event web page	logo	text
Inclusion in dinner program	logo	text
Tag on Facebook event page (if applicable)	x	x
Inclusion in What's Up Downtown email newsletter (sent to 1,900+ readers weekly)	x	x
Mention in all media releases sent by Old Town Cape, Inc.	x	x
Mention during the event's opening and/or closing announcements	x	x
Category Exclusivity	x	
Premier signage at event's main entrance	x	
Event tickets (valued at \$40 per seat)	8	4
Additional sponsor recognition on Facebook (where applicable)	x	limited

Historic Preservation Month

May 2020

Downtown Cape Girardeau

National Historic Preservation Month is a nation-wide celebration of awareness and promotion of the efforts to preserve historic buildings and communities. During Preservation Month, many events are planned to promote historic places for the purpose of instilling national and community pride, promoting heritage tourism, and showing the social and economic benefits of historic preservation. Thousands of people participate annually in Preservation Month celebrations.

Sponsorship Amount - \$500
Spaces Available - 1

Sponsor Benefits

Logo included on promotional materials where appropriate, including:

- Flyers
- Select online advertising
- Select print advertising

Tag on OTC Facebook for HP related posts throughout month (where applicable)

Inclusion in What's Up Downtown email newsletter (sent to 1,700+ readers weekly)

Inclusion in weekly e-newsletter sent to downtown merchants

Mention in all media releases sent by Old Town Cape, Inc.

On-site demonstration or display

Old Town Cape, Inc.'s **Cape Riverfront Market**

Saturdays 8am-12pm May-October
35 S. Spanish in Downtown Cape Girardeau

Old Town Cape, Inc.'s six-month Cape Riverfront Market draws crowds from all over Cape Girardeau and surrounding areas. This weekly fresh-air farmer's market offers fresh, locally-grown produce, baked goods, and artisan crafts with regular related educational demonstrations and musical talent. It's more than a market, it's a weekly event!

	Event Sponsor	Demo Sponsor	Music Sponsor	Marketeer Sponsor
Sponsorship Amount	\$2,750	\$500	\$500	\$500
Spaces Available	4	2	1	2
Inclusion on event web page	logo	text	text	marketeers day material
Inclusion on posters, flyers, & kiosks	logo			marketeers day material
Inclusion in What's Up Downtown email newsletter (sent to 1,900+ readers weekly)	x			week of marketeers day
Inclusion in weekly e-newsletter sent to downtown merchants	x			week of marketeers day
Inclusion in select web-based media campaigns	x	x	x	x
On-site demonstration, display, or sampling opportunity	x	x	x	x
Inclusion on large overhead banner	logo			
Inclusion on applicable banner		logo	logo	n/a
Inclusion on Facebook event page	x	x	x	x

Old Town Cape, Inc.'s **Tunes at Twilight**

Fridays May-June and August-September (12 total)

Location TBD

Tunes at Twilight is a longstanding downtown tradition. The growing audience for this free weekly outdoor concert series averages around 300+ fans each night.

	Premier Event Sponsor	Event Partner
Sponsorship Amount	\$4,500	\$2,750
Spaces Available	1	4
Inclusion on print marketing material (as appropriate)	logo	logo
Inclusion on event web page	logo	logo
Inclusion on Facebook event page	text	text
Additional sponsor recognition on Facebook (where applicable)	x	x
Inclusion in What's Up Downtown email newsletter (sent to 1,900+ readers weekly)	x	occasional
Mention in all media releases sent by Old Town Cape, Inc.	text	text
Inclusion in select web-based media campaigns (as appropriate)	logo	occasional
Category Exclusivity	x	
Verbal mention during event (12 nights total)	x	x
Premier signage	logo on stage	logo at event
Opportunity for on-site participation (booth, giveaways, etc.)	unlimited	limited

Old Town Cape, Inc.'s **Charles L. Hutson Annual Auction**

Saturday, September 12, 2020
Century Casino Cape Girardeau

The Charles L. Hutson Auction is Old Town Cape, Inc.'s annual fundraising event. The evening begins with champagne, heavy hors d'oeuvres, and hundreds of silent auction items, followed by a live auction of an exclusive set of priceless objects and experiences.

	Premier Event Sponsor	Event Partner	Silent Auction Sponsor	Champagne Sponsor
Sponsorship Amount	\$3,000	\$1,500	\$500	\$500
Spaces Available	2	3	3	1
Inclusion on mailed invitation (approx. 400)	logo	text		
Inclusion in program	logo	text	text	text
Verbal mention during event's announcements	x	x	x	x
Premier signage at event	entrance & event room	entrance & event room	designated space	designated space
Inclusion on event web page	logo	text	text	
Tag on Facebook event page	x	x	x	
Mention in all media releases from Old Town Cape, Inc.	x	x		
Inclusion in What's Up Downtown email newsletter (sent to 1,900+ readers weekly)	x	x		
Category exclusivity	x			
Event tickets (\$50 value each)	8	4	2	2

Old Town Cape, Inc.'s **Monster Mash Car Bash**

Sunday, October 18, 2020
Downtown Cape Girardeau

Old Town Cape, Inc.'s Monster Mash Car Bash is planned and hosted in partnership with the River City Rodders, LTD. This Halloween-inspired, family-friendly event had a wildly successful first year with over 1,000 estimated in attendance and will only continue to grow! It offers a unique spin on traditional trick-or-treating and provides fun for all ages.

	Premier Event Sponsor	Event Partner
Sponsorship Amount	\$1,000	\$500
Spaces Available	1	2
Inclusion on print marketing material (as appropriate)	logo	text
Inclusion on event web page	logo	logo
Inclusion on Facebook event page	text	text
Inclusion in What's Up Downtown email newsletter (sent to 1,900+ readers weekly)	x	x
Mention in all media releases sent by Old Town Cape, Inc.	text	text
Verbal mention during event	x	x
Opportunity for on-site participation (activity booth, giveaways, etc.)	x	
Inclusion on promotional on-site yard signs	logo	text
Opportunity to present company award	x	

Old Town Cape, Inc.'s **Christmas Tree Lighting**

Friday, November 27, 2020

Vasterling Suites Courtyard Downtown Cape Girardeau

Old Town Cape's 30-foot Christmas Tree has quickly become a holiday destination for crowds in Cape Girardeau and surrounding areas. On the Friday following Thanksgiving, spectators can visit the corner of Broadway and Fountain to sing Christmas carols, enjoy warm beverages and treats, and of course, watch Santa Claus light the tree. The tree then remains lit throughout the Christmas season until the beginning of the New Year.

Sponsorship Amount - \$2,500

Spaces Available - 1

Sponsor Benefits

Logo included on signage displayed on-site from Nov. 27 through the end of the year

Inclusion on event web page on downtowncapegirardeau.com

Tag on Facebook event page

Inclusion in What's Up Downtown email newsletter (sent to 1,900+ readers weekly)

Inclusion in weekly e-newsletter sent to downtown merchants

Verbal acknowledgement at event

Mention in all media releases sent by Old Town Cape, Inc.

Mention in all promotions including radio, social media, online, etc.

Christmas in Downtown with Old Town Cape, Inc.

November-December, 2020
Downtown Cape Girardeau

Downtown Cape Girardeau is the area's most scenic destination for holiday shopping. Christmas in Downtown Cape attracts seasonal shoppers and return consumers to enjoy a full schedule of events and promotions against a backdrop of historic and natural attractions decorated to reflect the magic of Christmas.

Holiday events organized by Old Town Cape, Inc. include:

Parade of Lights - November 29, 2020
Downtown Christmas Open House - December 4 & 5

Sponsorship Amount - \$2,500
Spaces Available - 4

Sponsor Benefits

Logo included on promotional materials where appropriate, including:

- Storefront posters
- Select online advertising
- Select print advertising
- All other applicable printed pieces such as flyers, maps, etc.

Category exclusivity

Inclusion on all event web pages on downtowncapegirardeau.com

Tag on each holiday event's Facebook event page (if applicable)

Inclusion on light-enhanced lamp post banner on Main Street (displayed Nov-Dec)

Free float entry and premier placement in the Parade of Lights

Inclusion on all Parade of Lights registration materials

Inclusion in What's Up Downtown email newsletter (sent to 1,900+ readers weekly)

Inclusion in weekly e-newsletter sent to downtown merchants

Mention in all media releases sent by Old Town Cape, Inc.

Inclusion in all social media platforms for all holiday events

Old Town Cape, Inc.'s **Downtown Christmas Open House**

December 4 & 5, 2020
Downtown Cape Girardeau

Old Town Cape, Inc.'s Downtown Christmas Open House is a two-day family-friendly kickoff to the Christmas season downtown. Friday evening features Santa's workshop with kids activities, photos with Santa, and carriage rides. Saturday features kids activities in Whoville and photos with the Grinch. A shopping spree giveaway raffle is included in both days.

	Santa's Workshop Sponsor	Carriage Ride Sponsor	Photos w/Santa Sponsor	Photos w/Grinch Sponsor
Sponsorship Amount	\$500	\$500	\$500	\$500
Spaces Available	1	1	1	1
Date of event	Dec. 4	Dec. 4	Dec. 4	Dec. 5
Inclusion on print marketing campaign (as appropriate)	logo	logo	logo	logo
Inclusion on event web page	text	text	text	text
Inclusion in select web campaigns	x	x	x	x
Tag on Facebook event page	x	x	x	x
Premier signage at designated sponsored locations	x	x	x	x
Inclusion in What's Up Downtown email newsletter (sent to 1,900+ readers weekly)	x	x	x	x
On-site giveaway or display opportunities	x	x	x	x

Old Town Cape, Inc.'s **Outdoor Holiday Market**

Saturday, December 5, 2020

Frederick Street (Broadway south to Themis) in Downtown Cape Girardeau

The Outdoor Holiday Market offers a unique holiday shopping experience, which drew crowds from all over Cape Girardeau and surrounding areas during its first year in 2019. This market offers over 35 vendors bringing fresh, locally-grown produce, baked goods, prepared food, holiday treats, and artisan crafts with live musical entertainment.

Sponsorship Amount - \$500
Spaces Available - 3

Sponsor Benefits

Logo included on promotional materials where appropriate, including:

- Storefront posters
- Select online advertising
- Select print advertising

Category exclusivity

Inclusion on event web page on downtowncapegirardeau.com

Tag on Facebook event page

On-site demonstration, display, or sampling opportunity

Logo included on welcome signage displayed at event

Inclusion in What's Up Downtown email newsletter (sent to 1,900+ readers weekly)

Inclusion in weekly e-newsletter sent to downtown merchants

Mention in all media releases sent by Old Town Cape, Inc.

Old Town Cape, Inc.'s **Website**

Year Round

www.downtowncapegirardeau.com

downtowncapegirardeau.com is a dual-purpose site giving Downtown Cape exposure as the destination it is and giving Old Town Cape, Inc. a home. Equipped with a user-friendly experience in mind, you can easily navigate the robust site to find the best way to experience all that Downtown Cape has to offer.

	Site Sponsor	Site Supporter	Page Sponsor
Sponsorship Amount	\$2,000	\$1,500	\$500
Spaces Available	2	2	1 per page
Logo on home page	x	x	
Home page logo linked to preferred site	x	x	
Site analytics furnished upon request	x	x	
Category exclusivity	x	x	
Additional sponsor recognition on Facebook (where applicable)	x	x	
"Sponsored by" listed in site footer	x		
Logo as a clickable link on sponsored page only			x

Old Town Cape, Inc.'s **Newsletters**

Yearly Sponsorship

Downtown Merchants: Informational email sent weekly to Downtown Cape Girardeau businesses and OTC Board members with small business tips, upcoming event details, and special announcements concerning the Old Town Cape, Inc. district.

What's Up Downtown: Weekly email with clickable links for upcoming downtown events and entertainment. (1,900+ subscribers)

	Downtown Merchants	What's Up Downtown
Sponsorship Amount	\$500	\$500
Spaces Available	2	4
Publication medium	email	email
Frequency	every Tuesday	every Thursday
Audience	downtown businesses	subscribers
Prominent logo exposure in publication	x	x
Logo linked to preferred website	x	x
Customizable, targeted message opportunity	x	x
Category exclusivity		
Open and click analytics furnished upon request	x	x

Additional Opportunities with Old Town Cape, Inc.

Downtown Guide

The Downtown Guide is distributed to over 200 businesses within the downtown district. Annually, Old Town Cape, Inc. prints approximately 5,000 downtown guides each year for visitors and locals to learn more about the experiences awaiting them in Downtown Cape.

	Back Cover Placement	Participating Placement Ad
Sponsorship Amount	\$2,500	\$250
Spaces Available	1	10
Premier ad placement, back cover exposure	x	
Callout on main publication (if appropriate)	logo	ad
Inclusion in digital PDF uploaded to our website	x	x
Ad specs	24.58x9.58	3.75x4

*Print-ready creative can be submitted to jordynruble@oldtowncape.org
The Downtown Guide is printed twice - 2,500 copies each time. Ads featured do not change at second printing.

Mornings with Merchants

Mornings with Merchants is a monthly networking opportunity hosted on the second Wednesday of every month. This event is held in a different downtown location each month and gives the downtown merchants a chance to interact with one another and facilitate discussions on varying topics.

Sponsorship Amount - \$500
Spaces Available - 1

Sponsor Benefits

Logo included on counter signs displayed every month

Mention in weekly merchant email and private merchant Facebook page

Opportunity to be present at each meeting and give two-minute "presentations"



more **options**

Didn't find a fit but still interested in supporting Old Town Cape, Inc.'s mission to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscapes of Downtown Cape Girardeau? Consider offering your time or treasure by volunteering or investing in our organization. Thank you for your support!

Name: _____

Address: _____

Phone: _____ Email: _____

volunteer

I care about Downtown Cape and want to volunteer to be a part of it!

- I want to make an ongoing commitment to serve on a committee.
- I want to volunteer for a specific event or project.

invest

I care about Downtown Cape and want to invest in its revitalization!

Lewis & Clark \$2,500+
Lorimier Council \$1,000+

Houck Builders \$500+
Hutson Planners \$300+

Amount Pledged: \$ _____ Annual Commitment One-Time Pledge

Payment Type: Bill me (quarterly for annual commitment)

Check (please make checks payable to Old Town Cape, Inc.)

Credit Card (contact Old Town Cape, Inc. for processing)

select your **sponsorship**

Annual Dinner

- Premier Event Sponsor **\$3,000**
- Event Partner **\$1,500**

Historic Preservation Month

- Sponsor **\$500**

Cape Riverfront Market

- Event Sponsor **\$2,750**
- Demo Sponsor **\$500**
- Music Sponsor **\$500**
- Marketeer Sponsor **\$500**

Tunes at Twilight

- Premier Event Sponsor **\$4,500**
- Event Partner **\$2,750**

Charles L. Hutson Annual Auction

- Premier Event Sponsor **\$3,000**
- Event Partner **\$1,500**
- Silent Auction Sponsor **\$500**
- Champagne Sponsor **\$500**

Monster Mash Car Bash

- Premier Event Sponsor **\$1,000**
- Event Partner **\$500**

Christmas Tree Lighting

- Event Sponsor **\$2,500**

Christmas in Downtown

- Season Sponsor **\$2,500**
**Includes Parade of Lights & Downtown Christmas Open House*

Downtown Christmas Open House

- Santa's Workshop Sponsor **\$500**
- Carriage Ride Sponsor **\$500**
- Photos w/Santa Sponsor **\$500**
- Photos w/Grinch Sponsor **\$500**

Outdoor Holiday Market

- Event Sponsor **\$500**

Website

- Site Sponsor **\$2,000**
- Site Supporter **\$1,500**
- Page Sponsor **\$500**

Newsletter

- Merchant Email **\$500**
- What's Up Downtown **\$500**

Downtown Guides

- Back Cover **\$2,500**
- Participating Placement Ad **\$250**

Mornings with Merchants

- Sponsor **\$500**

contact

Company Name: _____ Contact Name: _____

Phone: _____ Email: _____

Marketing Contact Name: _____

Phone: _____ Email: _____

Return to lizhaynes@oldtowncape.org