



Downtown Summer Nights Sponsorship Packages 2023

Sponsoring an event with the Downtown Association of Yakima (DAY) is a great way to grow your business and its brand. Your marketing dollars are maximized through a variety of effective avenues: on-site signage and stage mention, event promotional materials on social media, digital and hard copy, and traditional media (radio, television print, etc.). Additionally, sponsoring an event is a great way to demonstrate your commitment to the community, which is always beneficial in the long run. Sponsoring an event is a great way to build relationships with local media outlets, which can lead to further promotional partnerships and greater name recognition. DAY is a 501-C-3 non-profit with corresponding charitable tax benefits. Further, it is an established community organization recognized for its commitment to downtown revitalization and possessing a strong volunteer base.

Event Details

- Every Thursday from June 15th - Aug 17, 2023
- 5:30 pm - 9:00 pm
- Takes place on Historic N. Front Street
- The weekly draw of 2,000 to 2,500 people
- Targets community-wide audience, including families



Event Description

Downtown Summer Nights is celebrating its ninth year of bringing local and nationally touring bands, local food & art vendors, and local craft beverages to Downtown Yakima on a weekly basis. This concert series has become a summer staple in Yakima and the community continues to

embrace it. Downtown Summer Nights is currently seeking sponsors for the 2023 season. Your sponsor dollars assist in producing this treasured weekly event, along with providing essential support to the revitalization of Downtown Yakima. This 10-week event is free to the public and has become the unofficial start to the summer weekend.

Sponsorship Levels

<ul style="list-style-type: none">• Presenting Sponsorship \$13,000 – SOLD TO CASHMERE VALLEY BANK
<ul style="list-style-type: none">• Beer Garden Sponsorship \$8,000<ul style="list-style-type: none">a. Logo and Brand exclusively on Beer Garden Banner over Beer Garden entrance.b. Logo included on the website, event posters, and 100 % of radio mentions running 10 weeks.c. Association with the local and national touring acts that will play each week, as well as shared via social media and photos weekly.d. Weekly mentions from the stage
<ul style="list-style-type: none">• Silver Sponsorship \$5,500<ul style="list-style-type: none">a. Opportunity to create a brand activation station within the event each week (10’ x 10’ booth space)b. Logo included on website and event posters and 100% of radio mentions running 10 weeks.c. Logo on Stage Bannerd. Weekly recognition with mentions from the stagee. The sponsor’s name will be associated with the local and national touring acts that will be played each week, as well as shared via social media and photos weekly.
<ul style="list-style-type: none">• Misting and Shade Tents Sponsor \$4,000<ul style="list-style-type: none">a. Exclusive banner placement on the misting tent (Downtown Association of Yakima will provide misters within the tent) and use of sponsor branded tent to use as the Shade tent.b. Logo included on website and event posters and 25% of radio mentions running 10 weeks.
<ul style="list-style-type: none">• Kids Tent Sponsor \$3,000<ul style="list-style-type: none">a. Weekly mentions from the stage to drive traffic to the tent. Tent and table will be provided by DAY each week.b. Banner displaying company name and logo at weekly tentc. Logo included on the website, event posters, and 25% of radio mention running 10 weeks.d. The sponsor will provide an interactive booth for kids at each Downtown Summer Night.e. Past activities include coloring, making small crafts, and science experiments!
<ul style="list-style-type: none">• Selfie Station Sponsor \$3,000<ul style="list-style-type: none">a. A 10' x 10' booth will have an event backdrop featuring the sponsor logo.b. Hundreds of attendees will take photos in front of the selfie station and share them via social media each week.c. Weekly mentions from the stage to drive traffic to the tent.d. Logo included on the website, event posters, and 25% of radio mention running 10 weeks.



Small business owners, have you considered partnering with the Downtown Association for just \$500? By doing so, you can get your business logo featured at this years Downtown Summer Nights and promoted on our website and social media platforms.is a great way to grow your business and its brand. Your marketing dollars are maximized through a variety of effective avenues . Don't miss out on this chance to showcase your business in the heart of the downtown community. DAY is a 501-C-3 non-profit with corresponding charitable tax benefits. Further, it is an established community organization recognized for its commitment to downtown revitalization and possessing a strong volunteer base.



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What does \$500 get you?

- Brand representation on Community Partnership board placed at the event for 10 weeks
- Name inclusion on social media and website.
- Placement on event website and social media sites.



The event is produced by the Downtown Association of Yakima, a 501 (c) 3, making sponsorship dollars are tax deductible.

Contact:

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