



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 13th - Aug 22, 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 \$20,000 – SOLD
<ul style="list-style-type: none">• Beer Garden Sponsorship \$10,000<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 stagee. 25 VIP Beer garden passes
<ul style="list-style-type: none">• Silver Sponsorship \$5,500 - SOLD TO SMG
<ul style="list-style-type: none">• Misting and Shade Tents Sponsor \$4,000 - SOLD TO MULTICARE
<ul style="list-style-type: none">• Kids Tent Sponsor \$3,000 / \$300 a Night<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. Some activities and games will be provided
<ul style="list-style-type: none">• Selfie Station Sponsor \$3,000 / \$300 a Night<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.



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



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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