

4

events

EVENTS TO SPONSOR!



Outdoor event with juried artists



Beverly Main Streets

2021

Event

Sponsorship Opportunities

1000-2000

people at each event



Outdoor event for adults with food, music, beer



9800

subscribers to our email newsletter



Downtown Trick or Treat



11000

social media followers



New Year's celebration for families

Contact:

Heather Wolsey

hwolsey@beverlymainstreets.org

www.bevmain.org

BENEFITS

4
EVENTS
Gold
\$1200

3
EVENTS
Silver
\$1000

2
EVENTS
Bronze
\$800

1
EVENT
Partner
\$500

1
EVENT
Friend
\$150

FULL YEAR MARKETING					
Window decal for you to display your support	YES	YES	YES	YES	YES
Your logo linked to your own website on our event webpage	YES	YES	YES	YES	Name only
Social media posts with link to your page	24	12	8	6	4
Recognition in monthly Bev Main St e-news (9800 subscribers)	YES	YES	YES	YES	
PRE-EVENT MARKETING					
Your logo on the Cabot St banner (if available; varies by event)	YES	YES			
Recognition on all print collateral for the event (pre-event and at-event)	LOGO	LOGO	LOGO	NAME	
Recognition in social media posts (11000 followers)	LOGO	LOGO	LINK	LINK	
Recognition in Bev Main St e-newsletter (98000 subscribers)	YES	YES	YES	YES	
AT EVENT MARKETING					
Executive opportunities to speak to attendees	YES	YES			
Complementary 10'x10' space at event – only for gold sponsors	YES				
Your banner hung at the event (if you have one!)	YES	YES			
Announced as sponsor every hour from stage / DJ	YES	YES	YES	YES	
POST EVENT MARKETING					
Recognition on social media, press, BMS e-news	YES	YES	YES	YES	



2021 Event Sponsorship Opportunities

Email form to Heather Wolsey hwolsey@beverlymainstreets.org
To sponsor our summer events, please email Heather as soon as possible

I would like to discuss a custom package

or

I will sponsor at the following level:

- Gold – \$1200 for all four events
- Silver – \$1000
- Bronze – \$800
- Partner – \$500
- Friend – \$150

I will sponsor the following events – check all that apply:

- Block Party – July 24
- Arts Fest – August 21
- Downtown Trick or Treat – October 28
- Beverly's New Year – December 31

I will pay for my sponsorship by:

- Enclosed check made out to Beverly Main Streets
- Check to follow by mail to Beverly Main Streets, 248 Cabot Street, Beverly, MA 01915
- I paid online at <https://www.bevmain.org/business-resources/advertising-sponsorship-opportunities/>
- Please invoice me

Name to Appear on Promotional Materials: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Please make check payable to
Beverly Main Streets
248 Cabot Street, Beverly, MA 01915
Email form to Heather Wolsey hwolsey@beverlymainstreets.org

Thank you for supporting these great community events!

Beverly Main Streets is a 501(c)(3) corporation - Tax ID #56-2306350
Sponsorship fees are non-refundable but may be transferred to another event