



Block Party 2022 Sponsorship Opportunities

Who Beverly Main Streets

What An outdoor street party open to the public featuring local breweries, food vendors, and live music. Draws roughly 2,500 visitors, rain or shine.

When Saturday, July 30 from 4-8pm

Where Downtown Beverly, from the intersection of Cabot St and Church St to the intersection of Cabot St and Pond St



Contact

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(978) 922-8558

Sponsorship Levels

Please note: Our final design for the street banner is being submitted on 7/19/22. No changes can be made after this date.

Presenting Sponsor--\$10,000

EVENT ASSETS

- prominent placement on front of street banner
- one booth at event
- brand placement on performers' stage banner and on the entertainment schedule
- stage announcements
- brand placement on event flyers

DIGITAL ASSETS

- listing on Block Party sponsor website page
- ad in two publications of our newsletter
- three mentions on all social media platforms

Producing Sponsor--\$6,000

EVENT ASSETS

- top billing on back of street banner
- one booth at event
- brand placement on performers' stage banner and on the entertainment schedule
- stage announcements
- brand placement on event flyers

DIGITAL ASSETS

- listing on Block Party sponsor website page
- ad in two publications of our newsletter
- three mentions on all social media platforms

Supporting Sponsor--\$1,000

EVENT ASSETS

- brand placement on back of street banner
- one booth at event
- brand placement on the entertainment schedule
- brand placement on event flyers

DIGITAL ASSETS

- listing on Block Party sponsor website page
- ad in one publication of our newsletter
- three mentions on all social media platforms

Partner Sponsor--\$500

EVENT ASSETS

- one booth at event
- brand placement on event flyers

DIGITAL ASSETS

- listing on Block Party sponsor website page
- ad in one publication of our newsletter
- two mentions on all social media platforms



Specialty Sponsorships

Stage Sponsor--\$5,000

EVENT ASSETS

- brand placement on back of street banner
- one booth at event
- brand placement on performers' stage banner and on the entertainment schedule
- stage announcements
- brand placement on event flyers

DIGITAL ASSETS

- listing on Block Party sponsor website page
- ad in two publications of our newsletter
- three mentions on all social media platforms

Bare Necessities Sponsor--\$2,500

EVENT ASSETS

- brand placement on back of street banner
- one booth at event
- brand placement on the portable restrooms
- brand placement on event flyers

DIGITAL ASSETS

- listing on Block Party sponsor website page
- ad in one publication of our newsletter
- three mentions on all social media platforms



Booth Sponsor--\$250

EVENT ASSETS

- one booth at event to be used by you or donated to your favorite local nonprofit organization

Digital Media Sponsor--\$250

Beverly Main Streets has:

- 6,000+ recipients of our weekly newsletter
- 8,000+ followers on Facebook
- 2,000+ followers on Instagram
- 2,000+ followers on Twitter

With our digital media sponsorship package, you will receive a listing on our Block Party sponsor website page, an ad in one publication of our newsletter, and two mentions on all social media platforms.

Bespoke Sponsorships

Want to show your support in a more specific way, such as having your logo on event cups or sponsoring your favorite performer? Reach out with your idea or to hear more of ours, and we'll make it happen!