



DOWNTOWN RUTLAND

FRIDAY NIGHT LIVE SPONSORSHIP PACKAGE

Friday Night Live is the DRP's largest and most well-known event series! 2023 features 3 expanded events which will span Center Street and Merchants Row. This fun and free outdoor concert series draws 12,000+ community members together to enjoy live music, outdoor dining, shopping, children's activities, giveaways, and more.

Please send any sponsorship inquiries to brian@downtownrutland.com.

Package Feature	\$10,000 GOLD	\$4,000 SILVER	\$2,000 BRONZE	\$500 DOWNTOWN HELPER
Mention in a sponsor thank you post on Facebook and Instagram stories before each event. Total of 6 posts and 6 stories.	✓	✓	✓	✓
Logo and link included on the event page of the downtown website.	✓	✓	✓	✓
Mention in Friday Night Live event press releases.	✓	✓	✓	✓
Invitation to have free 10x10 promotional space at Friday Night Live.	✓	✓	✓	
Logo featured on the concert banner at each Friday Night Live performance.	✓	✓		
Logo and link in 4 community and merchant email newsletters near time of the events.	✓	✓		
Logo featured on every volunteer t-shirt at each Friday Night Live performance.	✓	✓		
Mention on radio promotions leading up to Friday Night Live.	✓			
New! Speaking opportunity during event (3 minutes) with option to introduce headlining talent!	✓			
Event presenting sponsor rights.	✓			

The Downtown Rutland Partnership is a 501(c)(3) exempt organization pursuant to the Internal Revenue Code and any donations received will be formally acknowledge in accordance with IRS Regulations.

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Support events that create community



Through a small and dedicated staff, the Downtown Rutland Partnership works with the City of Rutland to organize events, marketing, business development, and streetscape initiatives for the designated downtown of Rutland, VT.

Every resource matters. As our role in the local community grows, we continue to explore traditional and non-traditional ways of expanding opportunities. Our goal is to weave community into the Downtown Rutland experience through strong business support and relationships.

Through creative envisioning and thoughtful coordination, our events are an essential component of the work at the Downtown Rutland Partnership. Through events, we help to foster a community where folks want to live, work, and recreate. We proudly organize a full annual calendar of events that bring thousands of people to the streets and shops of Downtown Rutland, and your contribution helps make these popular events possible.

Small businesses are critical for a community to thrive, and our small businesses rely heavily on our events to boost foot traffic. In an era where it's easier than ever to shop online, it's critical to give Downtown businesses more opportunities for economic activity and success.

At the same time, community members anticipate our events as an accessible form of entertainment, fun, and means of engagement with businesses and neighbors. When residents are asked what they love about living in the Rutland area, our events are often mentioned at the top of people's lists!



Your sponsorship makes Rutland Stronger.

What your contribution supports:

- Create opportunities for families and community members to have a positive Rutland experience
- Produce a range of events, including free entertainment and activities
- Bring customers directly into small businesses for unique sales opportunities
- Build relationships between residents and the business community
- Support a dynamic Downtown that will increase return visitors
- Support this resilient economic center of Rutland County
- Generate funds to increase free event activities, small business grants, community art projects, and more!

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