



Annual Business Sponsorship

Dear Community Partners:

The past two years we've worked to establish a variety of activities and events for the community, opportunities for business networking and growth, and understand the needs of our businesses, citizens and visitors.

In the coming year we will focus on strengthening business opportunities, enhancing our downtown through public art and design, and encouraging tourism and visitation to our town.

This year you will also see us complete our own rebranding. This advancement will better identify our vision and mission of a completely revitalized downtown.

Besides the great feeling of making an positive impact on your community through an annual sponsorship, your business will have access to our substantial following, which we continue to increase yearly.

Website visitation - 30,800 (+23,644 over 2021)

E-Newsletter Subscribers - 1,564 with 76% open rate (+1,131 over 2021)

Social Media Following - 12,702 (+4343 over 2021)

Social Media Reach - 133,463 (+35,178 over 2021)

Tappahannock Main Street is a 501(c)3 organization funded primarily through business and individual giving and grants. All funds received are invested back into our community, and with your support we can continue to grow a strong and vibrant downtown.

We welcome the opportunity to meet and discuss our future partnership, programs and vision for a revitalized Downtown Tappahannock.

TAPPAHANNOCK FARMERS' MARKET

- Verbal recognition on monthly radio advertisements;
- Business Logo on newspaper advertisements;
- Business Logo on posters and banners to be placed prominently around town;
- Verbal recognition at opening and closing season ceremonies;
- Visibility for your support on the TFM website and social media pages;
- Listing on all email blasts;
- A 10x20 or 10x10 booth space for the entire season.

3RD THURSDAYS

- Verbal recognition on radio advertisements;
- Business Logo on newspaper advertisements;
- Business Logo on posters and banners;
- Verbal recognition at events;
- Visibility for your support on the TMS events website and social media pages;
- Listing on all email blasts;
- Two complementary tables for 6 and 12 drink tickets to each event.

TRUNK OR TREAT

- Verbal recognition on radio advertisements;
- Business Logo on newspaper advertisements;
- Listing on all email blasts;
- Visibility for your support on the TMS events website and social media pages;

WINTERFEST & CHRISTMAS PARADE

- Logo on event posters;
- Logo on signage at the Community Tree;
- Verbal recognition during the Parade;
- Verbal recognition at the Tree Lighting;
- Verbal recognition at Main Stage events;
- Logo on event maps;
- Visibility for your support on the TMS events website and social media pages;
- Listing on all email blasts;
- Booth space for the events.

BUSINESS DEVELOPMENT

- Representation on the Tappahannock Main Street Advisory Council;
- Recognized as a sponsoring partner of the quarterly Essex Business Forum;
- Invitation to all TMS networking, special announcements, and ribbon cuttings;
- Customized feature/promotion in quarterly e-newsletter.

GENERAL PROMOTION

- Logo featured on front page of TMS website;
- Listing on all e-blasts;
- Personalized monthly social media recognition.

*All sponsorships are available in quarterly or monthly giving.

Diamond Sponsor \$5,000

Platinum Sponsor \$2,500

TAPPAHANNOCK FARMERS' MARKET

- Business Logo on posters and banners to be placed prominently around town;
- Verbal recognition at opening and closing season ceremonies;
- Visibility for your support on the TFM website and social media pages;
- Listing on all email blasts;
- A 10x20 or 10x10 booth space for the entire season.

3RD THURSDAYS

- Business Logo on posters and banners;
- Visibility for your support on the TMS events website and social media pages;
- Listing on all email blasts;
- One complimentary tables for 6 and 6 drink tickets to each event.

TRUNK OR TREAT

- Listing on all email blasts;
- Visibility for your support on the TMS events website and social media pages;

WINTERFEST & CHRISTMAS PARADE

- Logo on event posters;
- Logo on signage at the Community Tree;
- Listing on event maps;
- Visibility for your support on the TMS events website and social media pages;
- Listing on all email blasts;
- Booth space for the events.

BUSINESS DEVELOPMENT

- Invitation to all TMS networking, special announcements, and ribbon cuttings;
- Customized feature/promotion in quarterly e-newsletter.

GENERAL PROMOTION

- Listing on all e-blasts;
- Personalized bimonthly social media recognition.

TAPPAHANNOCK FARMERS' MARKET

- Business Listing on posters and banners to be placed prominently around town;
- Verbal recognition at opening and closing season ceremonies;
- Visibility for your support on the TFM website and social media pages;
- A 10x20 or 10x10 booth space for the entire season.

3RD THURSDAYS

- Business Listing on posters and banners;
- Visibility for your support on the TMS events website and social media pages;
- One complementary table for 6 and 6 drink tickets to each event.

TRUNK OR TREAT

- Listing on all email blasts;
- Visibility for your support on the TMS events website and social media pages;

WINTERFEST & CHRISTMAS PARADE

- Listing on event posters;
- Listing on signage at the Community Tree;
- Listing on event maps;
- Visibility for your support on the TMS events website and social media pages;
- Booth space for the events.

BUSINESS DEVELOPMENT

- Invitation to all TMS networking, special announcements, and ribbon cuttings;
- Annual customized feature/promotion in quarterly e-newsletter.

GENERAL PROMOTION

- Personalized quarterly social media recognition.

Gold Sponsor \$1,500

TAPPAHANNOCK FARMERS' MARKET

- Visibility for your support on the TFM website;
- A 10x20 or 10x10 booth space for the entire season.

3RD THURSDAYS

- Business Listing on posters and banners;
- Visibility for your support on the TMS events website;
- Discounted reserved tables at each event.

TRUNK OR TREAT

- Visibility for your support on the TMS events website;

WINTERFEST & CHRISTMAS PARADE

- Listing on signage at the Community Tree;
- Listing on event maps;
- Visibility for your support on the TMS events website;
- Booth space for the events.

BUSINESS DEVELOPMENT

- Invitation to all TMS networking, special announcements, and ribbon cuttings;
- Annual customized feature/promotion in quarterly e-newsletter.

GENERAL PROMOTION

- Personalized quarterly social media recognition.

Silver Sponsor \$1,000