



THE DISTRICT

CZECH VILLAGE & NEW BOHEMIA



A Main Street Iowa Community

PROGRAM & EVENT SPONSORSHIP OPPORTUNITIES



2022

2022

SPONSORSHIP OPPORTUNITIES

This booklet is designed to help you become acquainted with all the opportunities to support our Czech Village New Bohemia DISTRICT in 2022. We hope this approach makes it easier for you to choose the best event, program or activity for your organization's needs and goals.

YOUR SPONSORSHIP MAKES A DIFFERENCE

And, no matter where you choose to invest in the DISTRICT, you can rest assured that every penny goes to keeping our historic neighborhoods – Czech Village and New Bohemia – vibrant, unique and thriving.

THANK YOU

We appreciate you taking a look and thank you in advance for your support! We'd love to answer any questions you might have.

Please call, text or email me anytime.

Monica Vernon
Executive Director
319 361-1901
monica@the-district.org



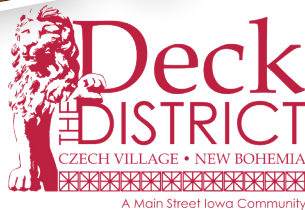
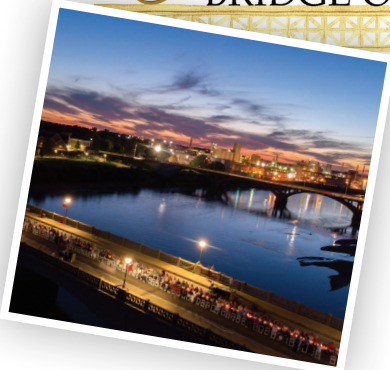


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DISTRICT EVENT SPONSORSHIP OPPORTUNITIES



Dinner on the BRIDGE OF LIONS



	Event Date	Sponsor Range	Lead Sponsor	Deadline
Charm Bracelet Build <i>Winter retail event: Shoppers visit businesses and collect charms for a DISTRICT bracelet.</i>	February	\$500-\$1,000	\$1,500	Feb 1st
Open Houses <i>Casual networking events: Chat with new business owners and community stakeholders</i>	Feb/April/July/Oct	\$500-\$2,000	\$500/per	Prev. month
State of the DISTRICT Annual Meeting & Awards Luncheon: <i>Showcasing year's progress in The DISTRICT and how Czech Village & New Bohemia have developed in the past year. Also celebrates Main Street Iowa Award Winners and Robert Chadima Visionary Award recipients who have contributed to the vibrancy of the area.</i>	April	\$500-\$2,500	\$3,000	March
Tiki Tour <i>Summer retail event: Shoppers visit businesses to get a Tiki themed sips and nibbles.</i>	June	\$500-\$1,500	\$2,000	April
Back to School Event <i>Community Event: Supporting the students and teachers at Metro High School and Tyler Elementary with supplies for the school year.</i>	August	\$500-\$2,500	\$3,000	July
Dinner on the Bridge <i>Fundraiser: Unique and fun evening dining experience on the Bridge of Lions showcasing meal and beverage options from DISTRICT restaurants.</i>	September	\$500-\$9,500	\$10,000	June
Cider Stroll <i>Fall retail event: Shoppers visit businesses and sample apple themed sips and nibbles.</i>	October	\$500-\$1,500	\$3,000	August
DISTRICT Trick or Treat <i>Fall retail event: Bring the kids down to the DISTRICT for a fun Trick or Treat experience while visiting our local businesses.</i>	October	\$500-\$1,500	\$2,000	August
Plaid Friday <i>Fall retail event: Shop the DISTRICT and receive deals if you dress in plaid</i>	November	\$500-\$1,500	\$2,000	October
Shop Small Saturday <i>Holiday retail event: Kick off the 2022 Holiday Season in the DISTRICT by shopping small. The DISTRICT will be providing shopping bags to the first 400 guests with coupons and from Czech Village & New Bohemia businesses.</i>	November	\$500-\$1,500	\$5,000	September
Deck the District <i>DISTRICT wide weekend holiday celebration: Local attractions feature festive programming, retail locations offer holiday promotions, and restaurants feature delicious holiday feasts.</i>	December	\$500-\$2,500	\$3,000	October



SPONSORSHIP BENEFITS

- Your advertisement in event program booklet
- Your company listed in all 2022 events
- Recognition at events
- Special invitations to DISTRICT events
- Complimentary tickets

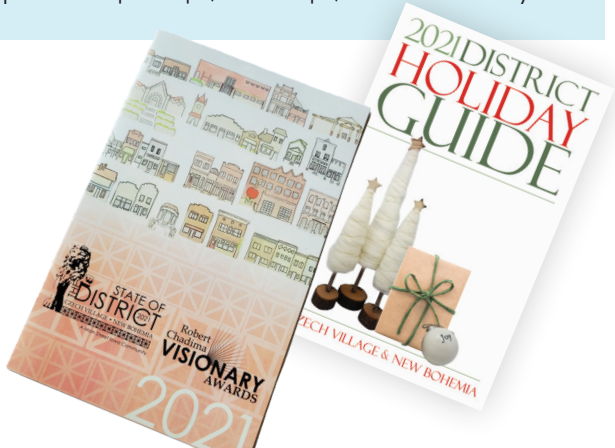
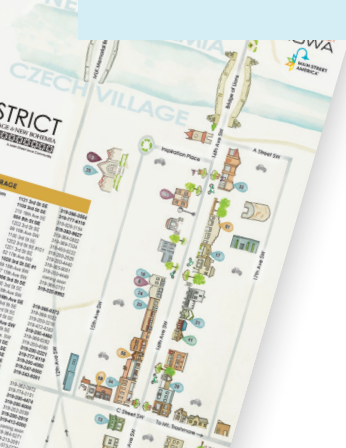


DISTRICT PROGRAM SPONSORSHIP OPPORTUNITIES

	Event Date	Sponsor Range	Lead Sponsor	Deadline
Mount Trashmore Challenge	Apr-Oct	\$500-\$2,000	\$2,500	March
<i>Wellness program: Participants climb with goal of achieving DISTRICT promotions</i>				
Monthly Open Houses	Monthly	\$500-\$2,000	\$500/per	All Year
<i>DISTRICT Info & Mingle: Timely presentations+discussions for stakeholders & business owners</i>				
Shive Hattery Building Improv. Grant		\$500-\$1,500	Shive Hattery	March
<i>Local architecture matching grant: Drives property improvements in The DISTRICT</i>				
Open For Business	March	\$500-\$1,500	\$2,000	March
<i>Main Street Iowa program: Businesses compete for funds to expand current offerings</i>				
Public Art Development	All Year	\$500-\$2,500	\$5,000	March
<i>Create public art program: Program to create art throughout the DISTRICT</i>				

DISTRICT ACTIVITY SPONSORSHIP OPPORTUNITIES

	Event Date	Sponsor Range	Lead Sponsor	Deadline
Printing of DISTRICT Maps	Ongoing	\$500-\$1,500	\$5,000	February
Printing of Annual Report	April	\$1,000	\$2,000	February
Printing of Holiday Guides	Nov	\$500-\$1,500	\$6,000	September
Purchase of Office Tech Equipment		\$500-\$5,000	\$6,000	Anytime





**Thank you for your consideration.
We are excited to hear from you
about your involvement in The DISTRICT!**

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Reach Out to Monica Vernon
Call or Text: 319.361.1901
Email: monica@the-district.org



2022 DISTRICT Board of Directors

Adam Ebert • President • Owner, Ebert Honey

Jeff Morrow • Vice President & Design Chair • President, Anderson-Bogert Engineers

Jessica Johnson • Secretary • Community Builder, The Restoration Project

Ashley Rodemeyer • Treasurer • Branch Manager Cedar Rapids Bank & Trust

Don Barrigar • Past President • Owner Acme Electric Co

Joan Gray • Business Support Chair • Co-Owner NewBo Shops at the Heart House

Lisa Rhatigan • Marketing Chair • VP of Marketing & Comm. Imon Communications

Bethany Jordan • Architect, Martin Gardner Architecture

Robb Loftsgard • Vice President Commercial Lending, Bankers Trust

Jim Miller • Non-Profit Consultant

Jennifer Pratt • Director of Community Development & Planning at City of CR

Julie Stow • Director of Meetings & Conventions Cedar Rapids Tourism

