

DOWNTOWN OWENSBORO

WHO WE ARE:

A key force established to promote Downtown Owensboro by creating exceptional experiences, stimulating economic development and promoting the well-being of businesses, residents & visitors.

WHAT WE ARE:

A dedicated non-profit organization committed to enhancing the economic, cultural and social vitality of Downtown Owensboro.

HOW WE OPERATE:

Supported by our membership and corporate / public sponsors, we are a primarily volunteer-led organization, guided by a passionate Board of Directors and full-time Executive Director.

SPONSORSHIP AGREEMENT	Founding Partner	Downtown Partner	Event Sponsor	Ambassador
INVESTMENT	\$30k / yr	\$10k / yr	\$1k - \$10k	Any
TERM (years)	3 years	1-3 years	1-3 years	N/A
LIMIT	2-3x	5x+	4x / event	Unlimited
Logo/name included in all advertising & marketing	✓	Rotating	Event Ads	
Company mention in all press releases	✓	Rotating	Event	
Logo placement in e-newsletters	✓	✓	Event	
Logo included on website w/ sponsors	✓	✓	Event Page	✓
Social media mentions	✓	✓	Event	✓
Logo on Downtown Owensboro Business Guide & Mobile Pass	✓	✓		
Events Guide Ad	½ page ad	¼ page ad	¼ to ½ page	
Invite to meetings & networking events	✓	✓	✓	✓
Position on Council of Advisors	✓	✓		

DONATIONS & SPONSORSHIPS ARE TAX-DEDUCTIBLE

Company Name: _____

Address: _____

Email: _____ Phone: _____ Total Due: _____

Contact Name: _____ Commitment Term: _____

Sponsorship Terms: _____

Sponsor Signature: _____

Sponsor Type: Founding Partner Event Sponsor
 Downtown Partner Ambassador

Sponsor Name: _____	Date: _____
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DOWNTOWN OWENSBORO

EVENT	OVERVIEW	DATES & EST. ATTENDANCE	EVENT SPONSORSHIP OPPORTUNITIES
	<p>2nd Street FAM JAM features live music & family activities on 2nd Street with the street closed to traffic from Allen to St. Ann. This event begins at the start of the Friday After 5 season and continues until October. In addition to live music, there are picnic tables setup and activity stations for children.</p>	<p>Friday, Weekly May – Oct 2025</p> <p>Est. attendance: 2,500+ weekly</p>	<p>Presenting: \$10,000 Activities: \$2,500 Stage: \$2,500 Single Event: \$500 (10x premium nights)</p>
	<p>Established in 2020, Blocktoberfest turns Downtown Owensboro into a traditional German Oktoberfest celebration. 2nd St will be filled with live music, contests, local vendors and, of course, regional breweries.</p>	<p>Saturday October 2025</p> <p>Est. attendance: 5,000+</p>	<p>Presenting: \$5,000 Activities: \$1,500 Stage: \$1,500 Glass: \$1,000</p>
	<p>Established in 2008 by a group of Downtown Owensboro merchants, the Holiday Stroll has been a staple during the holiday season. Featuring a special Santa & reindeer experience, live music, ice carving, & more, this is a great event for families and all fans of the holiday season.</p>	<p>Saturday December 7th, 2024</p> <p>Est. attendance: 5,000+</p>	<p>Presenting: \$5,000 Activities: \$1,500 Music: \$1,500 Prize: \$1,000</p>
<p>DOWNTOWN SPIRIT NETWORKING SERIES</p>	<p>Downtown Spirit Networking Series allows our members and partners the opportunity to network and enjoy a local business in Downtown Owensboro. Each networking event will have refreshments provided.</p>	<p>Thursday, Quarterly 2025</p> <p>Est. attendance: 50+ stakeholders</p>	<p>Presenting: \$3,000 Swag: \$1,500 Food: \$1,000 Single Event: \$500</p>
<p>DOWNTOWN OWENSBORO SCAVENGER HUNT</p>	<p>A great family friendly event where we send groups all around Downtown Owensboro on a fun and exciting scavenger hunt. Prizes are drawn from the entries that completed the hunt.</p>	<p>Saturday, Quarterly 2025</p> <p>Est. attendance: 250+ families per event</p>	<p>Presenting: \$3,000 Prize: \$1,500</p>
<p>DOWNTOWN OWENSBORO 2nd STREET SILENT DISCO</p> 	<p>We close down 2nd Street and dance the night away to great music. Headphones are available to rent for \$5. Each pair plays 3 channels of music simultaneously making an experience truly everyone will love.</p>	<p>Saturday, Monthly May – Oct 2025</p> <p>Est. attendance: 500+ per night</p>	<p>Presenting: \$3,000 Headphones: \$1,500</p>