



2022 EVENT SPONSORSHIP

Destination Downtown South Boston

Destination Downtown South Boston (DDSB) is a non-profit 501(c)3 organization. South Boston was designated as a Virginia Main Street (VMS) community in August 2004.

432 Main Street
South Boston, VA 24592
www.downtownsobo.com

DDSB
info@downtownsobo.com; 434.575.4209

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2022 SOUTH BOSTON EVENT SPONSORSHIP PACKAGE

Downtown South Boston and Destination Downtown South Boston (DDSB) are excited to host events for the community this year! It's been difficult since 2020 and everyone is ready to enjoy fun, food, beverages, and entertain outdoors!

This year's theme for downtown is "Fall in Love with Downtown". We have monthly events and activities to encourage everyone to enjoy all downtown South Boston has to offer. Our local merchants and business owners are highly energized as we head into 2022 filled with hope and excitement with all of our plans for downtown. It's the perfect time to sponsor one or more of our major events and get your business name included in lots of print, social media, banners, and other exposure to thousands of people!

These events serve as DDSB's primary focus for fundraisers, and your sponsorship makes it possible for us to help carry out our mission of building a strong, thriving community. And helping people "Fall in Love with Downtown"!

We have provided a list of events for the year with a variety of sponsorship levels available. The pledge form is also included below.

We invite and welcome you to be a part of our events and a part of opening back up to our awesome community for another year of family entertainment and fun! We can also tailor a package to suit your specific needs if you are interested in something different, so please give us a call to discuss!

Again, thank you for your support of Downtown South Boston and our awesome community!





MOVIES ON MAIN

2022 marks the 10th anniversary of Movies on Main! Two Movies on Main events will be held in Constitution Square in May and September. Thanks to our generous sponsors, we are able to provide FREE family movies to the community. The first nine years were a success and our 10th year will be spectacular!

To keep the event free to the public, we rely on sponsorships to help pay for the expense of advertising, movie license, sound, and public restrooms.

TITLE SPONSORS: \$300+

- Business name/logo in newspaper/radio advertising
- Photo press release as sponsor
- Prominent social media recognition
- Business name/logo on flyers for the events
- Business name/logo on DDSB website with link to company site

SILVER SCREEN SPONSORS: \$200+

- Photo press release as sponsor
- Prominent social media recognition
- Business name/logo on flyers for the events
- Business name/logo on DDSB website with link to company site

CINEMA SPONSORS: \$100+

- Prominent social media recognition
- Business name/logo on flyers for the events
- Business name/logo on DDSB website with link to company site



JULY 4TH CELEBRATION

Destination Downtown South Boston, in cooperation with Town of South Boston, sponsors our July 4th celebration! It's great family fun and entertainment as we celebrate the birth of our nation! The celebration takes place at Constitution Square with plenty of music, food, face painting, bounce houses, magicians, and much more. And don't miss the grand finale with fireworks at 9:30pm in the Square!

Sponsorship is a great way to get your company/business to show community support and help provide more entertainment for all of Halifax County and beyond. In addition to community support and goodwill, companies/businesses and organizations receive the following sponsorship benefits:



INDEPENDENCE DAY TITLE SPONSOR: \$1,250+

- Business name co-branded on event everywhere it is presented (all marketing, web, banners)
- Prominent social media
- Title sponsorship recognition from announcers in the Square and prior to the fireworks
- "Presented By" banner on display in Constitution Square (banner provided by sponsor business/company)
- Business name mention in radio advertising and business logo/name in newspaper advertising
- Photo press release as Title sponsor
- Business logo/name on all posters printed for event
- Business logo/name on DDSB website with a link to company website
- 8 food vouchers

STARS & STRIPES SPONSORS: \$750+

- 6 food vouchers
- Banner on display in Constitution Square (banner provided by sponsor business/company)
- Social media promotion
- Business name mention in radio advertising and business logo/name in newspaper advertising
- Photo press release
- Business logo/name on all posters printed for event
- Business logo/name on DDSB website with a link to company website

RED WHITE, & BLUE SPONSORS: \$500+

- 4 food vouchers
- Banner on display in Constitution Square (banner provided by sponsor business/company)
- Social media promotion
- Photo press release
- Business logo/name on all posters printed for event
- Business logo/name on DDSB website with a link to company website

FIRECRACKER SPONSOR: \$250+

- 2 food vouchers
- Business logo/name on all posters printed for event
- Business logo/name on DDSB website with a link to company website



SOUTH BOSTON HARVEST FESTIVAL

The South Boston Harvest Festival celebrates its 31st anniversary on Saturday, September 24, 2022. The annual September festival has become a tradition in South Boston and draws approximately 8,000 people Downtown each year. It is a family friendly fun day with musical entertainment, pumpkin painting, balloon sculpting, crafts, scarecrow making, magicians, and a wide variety of foods and over 100 vendors. In addition, the Downtown merchants have their doors wide open to welcome the locals and visitors to our town! This community event gives companies and organizations a tremendous amount of visibility and recognition as a community supporter! Any company or business can become involved as a sponsor and receive the additional following benefits:

TITLE SPONSOR: \$3,000+

- Business name in the title as the exclusive presenter of the Harvest Festival
- Reserved parking and 10 meal vouchers
- Prominent social media recognition
- Recognition throughout the event on all stages, photo press release
- Banner on site (company provides banner); free booth space
- Business name mention in radio advertising; business logo/name in newspaper advertising
- Business logo/name on DowntownSoBo.com website in a special Harvest Festival section with a link to company website

HARVESTER SPONSOR: \$1,500+

- 6 meal vouchers
- Recognition throughout the event on all stages, photo press release
- Banner on site (company provides banner); free booth space; social media promotions
- Business name mention in radio advertising; business logo/name in newspaper advertising
- Business logo/name on DowntownSoBo.com website in a special Harvest Festival section with a link to company website

GROWING SPONSOR: \$1,000+

- 4 meal vouchers
- Photo press release
- Banner on site (company provides banner); free booth space, social media promotions
- Business name mention in radio advertising; business logo/name in newspaper advertising
- Business logo/name on DowntownSoBo.com website in a special Harvest Festival section with a link to company website

NURTURING SPONSOR: \$500+

- 2 meal vouchers
- Business name mention in radio advertising; business logo/name in newspaper advertising
- Business logo/name on DowntownSoBo.com website in a special Harvest Festival section with a link to company website

SEEDLING SPONSOR: \$250+

- Business listed in publicity
- Business logo/name on DowntownSoBo.com website in a special Harvest Festival section with a link to company website

PLANTING SPONSOR: \$150+

- Business logo/name on DowntownSoBo.com website in a special Harvest Festival section with a link to company website.



DOWNTOWN SOUTH BOSTON CRUZ-IN

The Downtown South Boston Cruz-in will be held in October (date TBD). Our previous Cruz-ins were a huge success. We were blown away when 250 cars cruised into downtown South Boston! We can't wait for this year's event and would like to thank our generous sponsors. We plan to make it even bigger and better this year.

We use sponsorships to help pay for dash plaques, advertising, printing, sound and public restrooms.

CLASSIC SPONSOR: \$500+

- Business name/logo in newspaper and radio advertising
- Title Sponsor recognition at event
- Registration Table display marketing opportunity
- Prominent social media recognition
- Photo press release as sponsor
- Business logo/name on flyers for the event
- Business logo/name on DDSB website with link to company site

HOT ROD SPONSOR: \$300+

- Social media promotions
- Photo press release as sponsor
- Business name/logo on flyers for the event
- Business name/logo on DDSB website with link to company site

VINTAGE SPONSOR: \$100

- Social media promotions
- Business name/logo on flyers for the event
- Business name/logo on DDSB website with link to company site





SOUTH BOSTON CHRISTMAS PARADE

We invite you to sponsor the 2022 South Boston Christmas Parade which will be held Saturday, December 3, 2022 at 5pm in Downtown South Boston. Sponsorships pay for bands, sound system, Santa, trophies, advertising, and porta johns. For more information about the parade, please visit www.downtownsobo.com. Becoming involved as a sponsor is a great opportunity to create community goodwill and the crowd will hear and see your company/business name as a sponsor. You can become involved as a sponsor and receive the additional benefits below:



TITLE SPONSOR: \$1,000+

- 5 passes to the VIP viewing tent that includes a premium seating area with hot beverages, cookies, hot hands, and reserved parking.
- Business name/logo on lead banner in the parade
- Business name mention in radio advertising; business logo/name in newspaper advertising
- Social media promotions
- Business name announced during the parade; business name/logo on DDSB website with link to company site
- A free parade entry

GOLD BELLS SPONSOR: \$500+

- 3 passes to the VIP viewing tent that includes a premium seating area with hot beverages, cookies, hot hands, and reserved parking.
- Business name mention in radio advertising; business logo/name in newspaper advertising
- Social media promotions
- Business name announced during the parade; business name/logo on DDSB website with link to company site
- A free parade entry

SILVER BELLS SPONSOR: \$300+

- Social media promotions
- Business name announced during the parade
- Business name/logo on DDSB website with link to company site
- A free parade entry

JINGLE BELLS SPONSOR: \$100+

- Business name/logo on DDSB website with link to company site
- A free parade entry



EVENT SPONSORSHIP PLEDGE FORM

I would like to sponsor the following event(s) at the sponsorship level checked below:

MOVIES ON MAIN 10TH ANNIVERSARY – Twice annually

- Title sponsor \$300+
- Silver Screen Sponsor \$200+
- Cinema Sponsor \$100+
- Other amount _____

JULY 4TH CELEBRATION – July 4, 2022

- Independence Day Title Sponsor \$1,250+
- Stars & Stripes Sponsor \$750+
- Red, White, & Blue Sponsor \$500+
- Firecracker Sponsor \$250+
- Other amount _____

SOUTH BOSTON HARVEST FESTIVAL – September 24, 2022

- Title sponsor \$3,000+
- Harvester sponsor \$1,500+
- Growing sponsor \$1,000+
- Nurturing sponsor \$500+
- Seedling sponsor \$250+
- Planting sponsor \$150+
- Other amount _____

DOWNTOWN SOUTH BOSTON CRUZ-IN – October (date tbd)

- Classic sponsor \$500+
- Hot Rod sponsor \$300+
- Vintage sponsor \$100+
- Other amount _____

SOUTH BOSTON CHRISTMAS PARADE – December 3, 2022

- Title Sponsor \$1,000+
- Gold Bells Sponsor \$500+
- Silver Bells Sponsor \$300+
- Jingle Bells Sponsor \$100+
- Other amount _____

OTHER

- We do not wish to sponsor but would like to make a tax-deductible donation of \$_____



SPONSORSHIP PLEDGE AND PAYMENT OPTIONS

SPONSOR NAME _____ (as it is to appear publicly)
CONTACT PERSON: _____
SPONSOR MAILING ADDRESS: _____
SPONSOR WEBSITE _____ EMAIL: _____
PHONE (PRIMARY) _____ CELL PHONE: _____

MOVIES ON MAIN SPONSORSHIP: _____
JULY 4TH CELEBRATION SPONSORSHIP: _____
HARVEST FESTIVAL SPONSORSHIP: _____
CRUZ-IN SPONSORSHIP: _____
CHRISTMAS PARADE SPONSORSHIP: _____
OTHER/DONATION: _____
TOTAL PLEDGED: \$ _____

FOR MY DONATION/SPONSORSHIP, I WOULD LIKE TO BE INVOICED:

[] Annually – preferred date: _____
[] Semi-Annually – preferred date: _____
[] Quarterly – please indicate months preferred _____
[] Monthly

SIGNATURE: _____ DATE: _____

Please return Event Sponsorship Pledge Form to:
DDSB
432 Main Street, South Boston, VA 24592

info@downtownsobo.com
Phone: 434.575.4209
Fax: 434.575.4275

Please make checks payable to: DDSB

THANK YOU FOR YOUR GENEROUS CONTRIBUTION!