

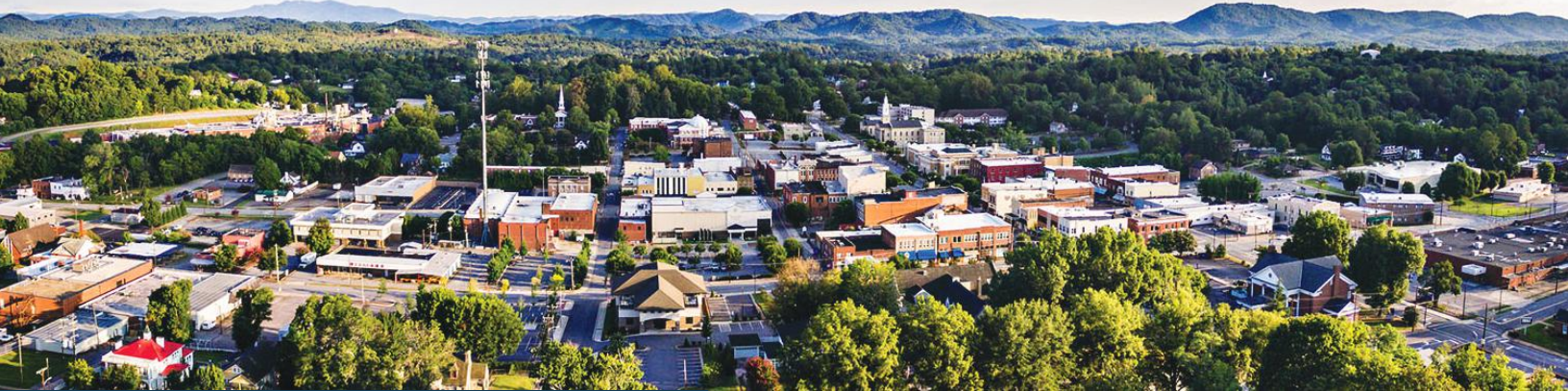


FRIENDS OF DOWNTOWN LENOIR

Annual Sponsorship Opportunities 2024



WELCOME TO DOWNTOWN LENOIR



DOWNTOWN BY THE NUMBERS:

\$ 12 MILLION
IN PRIVATE INVESTMENT

\$ 2.3 MILLION
IN PUBLIC INVESTMENT





19,600
VOLUNTEER HOURS
(\$1/2 MILLION EST. VALUE)

237 JOBS
Full-time & Part-time Jobs created

AWARDS:

2023 North Carolina Main Street
Best Economic Recovery Initiative

WEB & SOCIAL STATS:

-  48.5K Website visitors in 2023
-  2,357K Downtown Subscribers
-  246,915K Facebook Reach
-  2,359K Instagram Followers

In the past 5 years, we have seen more than \$14 million reinvested here in our downtown, and we're not slowing down.

This means we're making an impact on Downtown Lenoir's economic prosperity and helping entrepreneurs do what they love – but we're also contributing to creating a great place to live and visit.

We build partnerships, provide small business grants and assistance, beautify public spaces, produce events and programming, and aggressively market downtown so locals and people throughout the region shop, dine, and spend time here.

Our work directly connects us to thousands of people every year, and we'd like to create opportunities for you to connect with them as well. We offer a variety of events and programs that you can support and we invite you to join us in building a vibrant community together.

A healthy, sustainable revitalization Main Street Program is critical to having a healthy, sustainable downtown. This is the heart of our community and where people come together. This is where employers take prospective employees. This is where students take their families. With our partners, we've created a destination and together we are making it better every year.

We appreciate your support in strengthening downtown and look forward to working with you.

Matthew Anthony, Community Engagement Director



CREATE WITH US!

MISSION

Downtown Lenoir Main Street builds Downtown Lenoir as a destination where businesses thrive and people enjoy memorable experiences.

OUR CORE VALUES

Warm & Welcoming – Our relationships with each other and our community are the foundations for our work and for downtown’s welcoming nature.

Historic Preservation – Our history and historic buildings set us apart from other places.

Local First – We support local businesses first in both our purchasing and programs and cherish the abundance of independently owned establishments.

Walkable – Our walkable downtown promotes community connections and customer sharing.

Creating Place – Our community’s look and feel and our events and activities uniquely represent the spirit of downtown.

Bikeable – Our proximity to outdoor recreation has built a strong biking community and a desire for bikefriendly routes.

BENEFITS OF PARTNERING WITH DOWNTOWN LENOIR

The Downtown Lenoir brand is energetic, friendly, innovative and successful – be a part of our culture.

A variety of events occur throughout the entire year, promoting your brand to a diverse demographic audience, expanding your marketing strategy.

Your brand will receive big exposure beyond the events through our partnerships with radio, print media and on Downtown Lenoir’s website and social media pages.

Downtown Lenoir events have been community favorites for years. t



ANNUAL CALENDAR

February:

Love Letters 4 Local

Join us in a month-long celebration by showing your love for small businesses, your love for local and your love for our community.

March:

Leprechaun Chase: 10th - 17th

Family friendly downtown scavenger hunt.

April:

Lenoir Cruise-Ins: 6th

Kick off to the Cruise-In season. Every first Saturday through September - Special days: 10/26, 12/7.

Lenoir Bicycle Festival: 20th

Fun for the whole family. Downtown from 10am - 4pm. Bring your bike and helmet.

May:

Neon Night Ride: 31st

A glow in the dark fun ride at the Lenoir Rotary Soccer Complex 8pm-10pm.

June:

Friday Night Live: 7th, 14th, 21st, 28th

Live concerts on the Square every Friday night in June & July.

July:

Friday Night Live: 5th, 12th, 19th, 26th

Live concerts on the Square every Friday night in June & July.

NC Blackberry Festival: 12th & 13th

21st NC Blackberry Festival kicks off July 12th 5pm - 10pm and continues July 13th 9am - 9pm.

October:

Wood, Fire, Smoke Festival: 19th

Engage your senses at this one of a kind festival 10am - 7pm.

Mad Hatter Pumpkin Patch Parade: 26th

Annual Downtown Trick-Or-Treating.

November:

Light Up Lenoir: 21st

Holiday tree lighting celebration. 5pm - 8pm

December:

Starry Night Christmas Parade: 6th

Our annual Christmas Parade. 6:30pm.

Carriage Rides: 9th, 10th, 11th, 16th, 17th, 18th

Come take a horse drawn carriage ride around downtown.



SPONSORSHIP LEVELS

VISIONARY - \$25,000

- Company logo and link on DLMS website as “Visionary Sponsor,” prominent logo placement on event web pages, Facebook event pages, and posters
- Tagged promotion on all branded event posts across all DLMS social channels
- Prominent placement of logo on all branded event materials
- Company logo on event schedule, signage and event map
- Newsletter mention and link as Visionary sponsorship
- Free booth space for both the Blackberry Festival and the Wood, Fire, Smoke Festival
- Main stage recognition during both the Blackberry Festival and the Wood, Fire, Smoke Festival (3-5 minutes by company representative)
- Recognition during live radio broadcast
- 2 Festival swag-packs

PREMIER - \$15,000

- Company logo and link on DLMS website as “Premier Sponsor,” preferred logo placement on event web pages, Facebook event pages, and posters
- Preferred placement of logo on all branded event materials
- Company logo on event schedule, signage and event map
- Newsletter mention and link as Premier sponsorship
- Free booth space for both the Blackberry Festival and the Wood, Fire, Smoke Festival
- Main stage recognition of your sponsorship during both the Blackberry Festival and the Wood, Fire, Smoke Festival
- 1 Festival swag-pack

THE MARKETING IMPACT



Blackberry Festival: 41,889 visits
 Wood, Fire, Smoke Festival: 32,150 reach
 Downtown Lenoir: 30,665 visit



75,000+ event attendees
 578K visits in Downtown



43% open rate
 14% click through



MORE SPONSORSHIP LEVELS

LEADING - \$10,000

- Name and link on DLMS website as “Leading Sponsor,” on event web pages, Facebook event pages, and posters
- Placement of logo or company name on all branded event materials
- Newsletter mention as Leading sponsorship
- Free booth space for both the Blackberry Festival and the Wood, Fire, Smoke Festival
- Main stage announcement of your sponsorship during both the Blackberry Festival and the Wood, Fire, Smoke Festival
- 1 Festival swag-pack

BLOCK - \$5,000

- Name on DLMS website as “Block Sponsor,” on event web pages, Facebook event pages, and posters
- Placement of logo on all branded event banners
- Newsletter mention as Premier sponsorship
- Main stage recognition of your sponsorship during both the Blackberry Festival and the Wood, Fire, Smoke Festival
- 1 Festival swag-pack

COMMUNITY - \$2,500

- Name and link on DLMS website as “Community Sponsor,” on event web pages, Facebook event pages, and posters
- Name on all branded event materials
- 1 Festival swag-pack

FREINDS - \$500

Feature your business on the DLMS website for all of 2024



Downtown Lenoir is committed to working within local, state, and CDC guidelines when it comes to planning safe events for the community. We reserve the right to modify, reschedule, or cancel events in order to protect public safety at any time. Confirmed sponsors will be notified when events are canceled or rescheduled and will be given an opportunity to convert their current sponsorships to other opportunities or the “L Circle” Program.

Thank you for understanding as we try to navigate fundraising for the sustainability of our organization.

INTERESTED IN A SPONSORSHIP OPPORUNITY?

Custom sponsorship packages available. Let’s find the right fit for you. Contact Matthew Anthony to discuss sponsorship level details.

Email: manthony@ci.lenoir.nc.us

Phone: 828.407.1898



DOWNTOWNLENOIRNC.COM
[@DOWNTOWNLENOIRNC](https://twitter.com/DOWNTOWNLENOIRNC)

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IN PARTNERSHIP WITH:

