

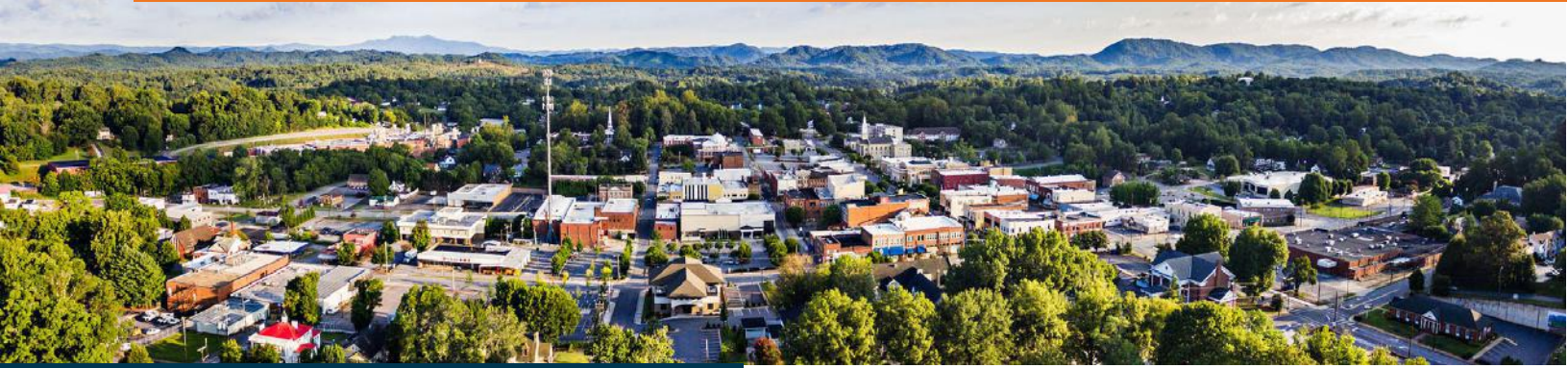


# FRIENDS OF DOWNTOWN LENOIR

Annual Sponsorship Opportunities 2026



# WELCOME TO DOWNTOWN LENOIR



## DOWNTOWN BY THE NUMBERS:

**\$15 MILLION**  
IN PRIVATE INVESTMENT

**\$2.5 MILLION**  
IN PUBLIC INVESTMENT

**21,644**  
VOLUNTEER HOURS  
(OVER \$1/2 MILLION EST. VALUE)

**333 JOBS**  
FULL-TIME & PART-TIME  
JOBS CREATED

## WEB & SOCIAL STATS:



Over 40K Website Visitors in 2024



2,357K Downtown Subscribers



280,371K Facebook Organic Reach



2,454K Instagram Followers

In the past 6 years, we have seen more than \$17 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.

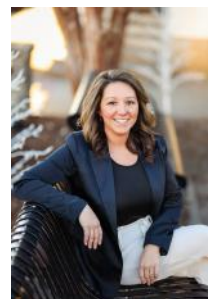
We build partnerships, provide small business grants and assistance, beautify public spaces, produce events and programming, and aggressively market downtown so locals and people throughout the region shop, dine, and spend time here.

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.

*Ashley Smith*



Ashley Smith, Community Engagement Coordinator



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.

**Bike-able** – Our proximity to outdoor recreation has built a strong biking community and a desire for bike friendly 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 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.



# 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.

## April:

### Lenoir Cruise-Ins: 5th

Kick off to the Cruise-In season. Every first Saturday through September. Special days: 10/4 & 12/6

### Lenoir Bicycle Festival: 19th

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

### Arbor Day: 19th

Unity Park 8am-3pm

## May:

### Bloom Blast: 10th

Beautify Downtown by planting new flowers.

## June:

### Neon Night Ride: 5th

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

### Friday Night Live: 6th & 20th

Live concerts on the Square in June, July, & August.

## July:

### Friday Night Live: 11th & 25th

Live concerts on the Square in June, July, & August.

### NC Blackberry Festival: 11th & 12th

22nd NC Blackberry Festival kicks off July 11th 5pm - 10pm and continues July 12th 9am - 9pm.

## October:

### Fall Bloom Blast: 11th

Beautify Downtown by planting new flowers.

### Annual Downtown Trick-Or-Treating: 31st

Annual Downtown Trick-Or-Treating.

## November:

### Light Up Lenoir: 20th

Holiday tree lighting celebration. 5pm - 8pm

### Story Time with Mrs. Claus

Mrs. Claus reading a Christmas Story. 7pm-8pm

### Merry Market on Main: 22nd Christmas

Market in the center of Downtown from 10am-6pm

## December:

**Night of Lights Christmas Parade: 5th** Our annual Christmas Parade. 6:30pm.

### Carriage Rides: 18th, 19th, 20th

Come take a horse drawn carriage ride around downtown.



## SPONSORSHIP LEVELS

### Visionary-\$20,000

- Company logo and link on the Downtown website as “Visionary Sponsor,” preferred logo placement on event web pages, Facebook event pages, and posters
- Tagged promotion on all branded event posts across all Downtown 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 Merry Market on Main
- Main stage recognition during both the Blackberry Festival and Merry Market on Main (3-5 minutes by company representative)
- Recognition during live radio broadcast

### Premier - \$15,000

- Company logo and link on the Downtown 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 Merry Market on Main
- Main stage recognition of your sponsorship during both the Blackberry Festival and Merry Market on Main

## The Marketing Impact



Blackberry Festival: 41,889 visits  
Downtown Lenoir: 280.4k visit



75,000+ event attendees  
578K visits in Downtown



54% open rate  
14% click through



## MORE SPONSORSHIP LEVELS

### Leading - \$10,000

- Name and link on the Downtown 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 Merry Market on Main
- Main stage announcement of your sponsorship during both the Blackberry Festival and Merry Market on Main

### Block - \$5,000

- Name on the Downtown website as “Block Sponsor,” on event web pages, Facebook event pages, and posters
- Main stage recognition of your sponsorship during both the Blackberry Festival and Merry Market on Main

### Community - \$2,500

- Name and link on the Downtown website as “Community Sponsor,” on event web pages, Facebook event pages, and posters
- Name on all branded event materials

### FRIENDS-\$500

- Feature your business on the the Downtown website for all of 2025



As a Main Street organization, Downtown Lenoir believes Main Street is for everyone. At the core of our approach to revitalization is a commitment to creating places of shared prosperity, equal access to opportunity, and inclusive engagement. We are proud of our efforts to weave diversity, equity and inclusion into our programming where members of the community can be engaged in the activities on Main Street.

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## INTERESTED IN A SPONSORSHIP OPPORTUNITY?

Custom sponsorship packages available. Let's find the right fit for you. Contact **Ashley Smith** to discuss sponsorship level details.

**Email:** [Ashley.Smith@LenoirNC.gov](mailto:Ashley.Smith@LenoirNC.gov)  
**Phone:** 828.750.1674



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IN PARTNERSHIP WITH:

