

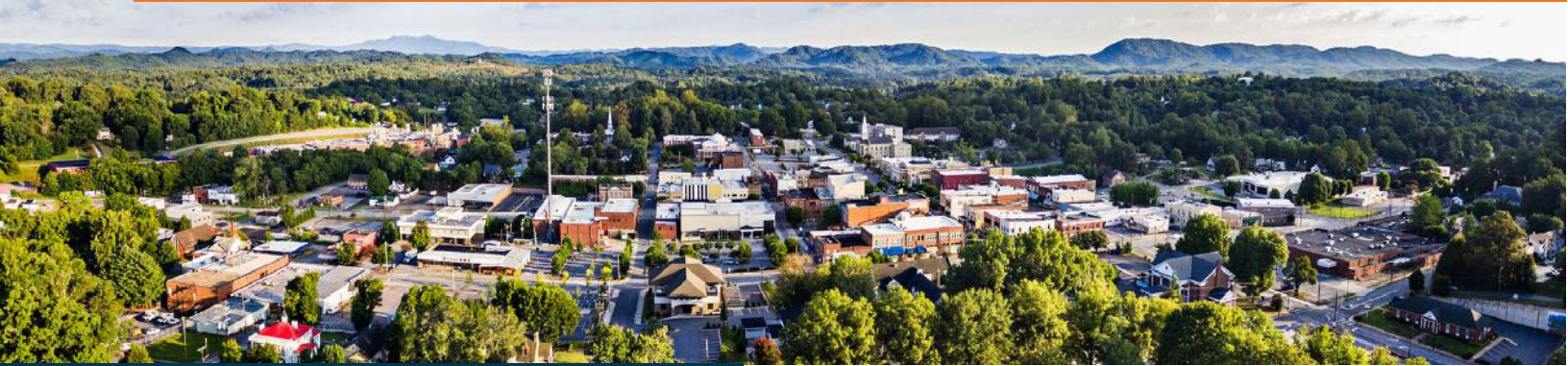


FRIENDS OF DOWNTOWN LENOIR

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 50K Website Visitors in 2025

 2,357K Downtown Subscribers

 584.9K 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 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.



ANNUAL CALENDAR

February:

Hometown Hearts
Hometown Hearts is a Downtown Valentine's program that showcases personalized hearts on lampposts, creating a charming display while highlighting community pride and local business support.

April:

Lenoir Cruise-Ins: 4th
Kick off to the Cruise-In season. Every first Saturday through September.

National Pet Day: 11th
National Pet Day goes to the dogs—in the best way! Bring your fur baby downtown and celebrate with our pet-friendly businesses.

Lenoir Bicycle Festival: 18th
Fun for the whole family. Downtown from 10am - 4pm. Bring your bike and helmet.

Arbor Day: 24th
Unity Park 8am-3pm

May:

Bloom Blast: 9th
Beautify Downtown by planting new flowers.

Lenoir Dog Day: 11th
Join us for Lenoir Dog Day in Downtown Lenoir. Dog lovers are invited to bring their pups, support local businesses, and enjoy a special K9 appearance from the Lenoir Police Department.

June:

Neon Night Ride: 5th
A glow in the dark fun ride at the Lenoir Rotary Soccer Complex 8pm-10pm.

Friday Night Live:
Live concerts on the Square.

July:

Friday Night Live:
Live concerts on the Square.

NC Blackberry Festival: 10th & 11th
23rd NC Blackberry Festival kicks off July 10th 5pm - 9pm and continues July 11th 9am - 9pm.

October:

Annual Downtown Trick-Or-Treating: 30th
Annual Downtown Trick-Or-Treating.

November:

Light Up Lenoir: 19th
Holiday tree lighting celebration. 5pm - 8pm

Story time with Mrs. Claus 20th
Downtown Stage on the square. 7pm - 8pm

Merry Market on Main 21st
The Merry Market on Main will feature artisan vendors offering handcrafted holiday gifts. This special market is your chance to find unique holiday treasures, support local makers, and experience the joy of shopping small. 10am - 5pm

December:

Night of Lights Christmas Parade: 4th
Our annual Christmas Parade. 6:00pm.

Carriage Rides:
Come take a horse drawn carriage ride around downtown.



SPONSORSHIP LEVELS

Visionary - \$25,000

- 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 the Blackberry Festival
- Main stage recognition during the Blackberry Festival (3-5 minutes by company representative)
- Recognition during live radio broadcast
- 2 Festival swag-packs

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 the Blackberry Festival
- Main stage recognition of your sponsorship during the Blackberry Festival
- 1 Festival swag-pack

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 the Blackberry Festival
- Main stage announcement of your sponsorship during the Blackberry Festival
- 1 Festival swag-pack

Block - \$5,000

- Name on the Downtown website as “Block Sponsor,” on event web pages, Facebook event pages, and posters
- Placement of logo on all branded event banners
- 1 Festival swag-pack
- Main stage recognition of your sponsorship during the Blackberry Festival

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
- 1 Festival swag-pack

FRIENDS-\$500

- Feature your business on the the Downtown website for all of 2026



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.

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
Phone: 828.750.1674



DOWNTOWNLENOIRNC.COM
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IN PARTNERSHIP WITH:

