

McMinnville Downtown Association  
**DEPENDS ON SPONSORSHIP SUPPORT**

**W**e know there is strong competition for your sponsorship dollars and we truly appreciate the tough decisions business and property owners make every year when they are asked for donations. But the truth is, the McMinnville Downtown Association just couldn't put on the signature events and programs we do without your help.

We're asking for your help again for 2015-2016.

Last year was another banner year for the organization. Not only did we hold several successful events – we also worked with grant funds for two significant projects.

- **Taste Mac:** Using a grant from the first round of room tax dollars, we were able to mount a strong tourism marketing campaign focused around fine wine, craft beer and world class cuisine in our historic downtown and in the Granary District. This marketing campaign concentrated on the Pacific Northwest using print and online advertising, a new website and social media. [www.tastemac.com](http://www.tastemac.com)

- **Historic Mac:** The City of McMinnville, in cooperation with the McMinnville Downtown Association, received a Certified Local Government grant for further research in our historic downtown. The result is a beautiful 40-page walking map and a new website. Please check it out at [www.historicmac.com](http://www.historicmac.com).

The MDA had and continues to have a voice on the Urban Renewal Advisory Committee and the Transient Lodging Tax Advisory Committee, both of which will have significant impacts on the economic development of our city for decades to come.

These things didn't happen in a vacuum. They happen because we have a strong cohesive community ethic embodied in our residents, our businesses, nonprofit organizations, education institutions and in our city government. Community pride is just part of who we are.

Downtown celebrations are part of what gives McMinnville that 'living room' feel.



Holiday events, Farmers Market, Brown Bag Summer Concerts, the zany UFO Festival and Parade, and of course our oldest community event – Turkey Rama – all add to the charm that is McMinnville.

The MDA staff, board and our many volunteers thank you for the financial support you have given us through the years and hopefully will give in the future. Please take a look at the list of opportunities in this packet and see what would work for you this time.

Thank you so much,

*Cassie Sollars*  
Cassie Sollars, Manager

*Rebecca Quandt*  
Rebecca Quandt, Assistant Manager



*The McMinnville Downtown Association works to promote and enhance our historic downtown as the economic, social and cultural heart of the community.*

## \$500 Zombie Sponsor

- Logo on event posters, website and social media.
- Shout-outs the week of the event on social media.

## \$250 Ghost Sponsor

- Business name on poster.
- Acknowledgment on website and social media.

## \$100 Gremlin Sponsor

- Listing on website.



# Safe and Sane Halloween

**Timing:** Saturday, October 31, 2015

**Target Audience:** Families and community residents

**Estimated Attendance:** 3,500+

**Event Summary:** Let's keep the trick or treats flowing on Third Street each Halloween! A huge turnout means that all of the stores on Third Street get tons of recognition while providing a safe environment for children. Third Street closes for hayrides, photos, hot apple cider and a costume contest!



## **\$1,000 Mistletoe Sponsor**

- A promotional video recording or your business posted to our bi-weekly e-newsletter and social media outlets.
- Logo on event posters, website and social media.
- Shout-outs the week of the event on social media.
- One free parade entry.

## **\$500 Jingle Bell Sponsor**

- Shout-out the week of the event on social media outlets.
- Business name with link on website.
- Name in bold on poster and advertising

## **\$250 Egg Nog Sponsor**

- Listing on poster and advertising.
- Business name on website

## **\$100 Snowflake Sponsor**

- Listing on website.



# **Santa's Parade and Holiday Tree Lighting**

**Timing:** Friday , November 27, 2015

**Target Audience:** Families, adults of all ages, community residents

**Estimated Attendance:** 1,000+

**Event Summary:** Kick off the holiday season with a favorite of the community—a holiday starlight parade! This event showcases Third Street at its most beautiful, with the holiday light twinkling. Following the parade is caroling and Christmas Tree lighting ceremony. Many spectators make a day of the event including shopping and dining out. Let's keep them coming by keeping the lights on and the parade moving!



**\$1,000  
Tuba  
Sponsor**

- A promotional video recording of your business highlighted in our bi-weekly e-newsletter and social media outlets.
- Logo with link on website and social media outlets.
- Shout-outs the week of the event on social media outlets.
- Eight concert tickets and acknowledgment at the concert.

**\$500  
Flugelhorn  
Sponsor**

- Business name with link on the website.
- Shout-out the week of the event on social media.
- Four concert tickets and acknowledgment at the concert.

**\$250  
Mandolin  
Sponsor**

- Business name with link on website.
- One social media shout-out.
- Two concert tickets

**\$100  
Flute  
Sponsor**

- Listing on website.



# A Very Merry Christmas with The Trail Band

**Timing:** Sunday, December 6, 2015

**Target Audience:** Tourists, families, adults of all ages, community residents

**Estimated Attendance:** 650+

**Event Summary:** This beloved holiday tradition is back by popular demand! Start the holiday season off with a toe-tapping festive Christmas concert.

**BACK BY  
POPULAR DEMAND!**



**\$1,000  
Flying Saucer  
Sponsor**

- A mini-promotional video of your business highlighted in our bi-weekly e-newsletter and our social media outlets.
- Logo on banner, poster, website and social media posts.
- Shout-outs on social media.
- One free parade entry.

**\$500  
Area 51  
Sponsor**

- Business name with link on website.
- Name in bold on poster and advertising
- Shout-outs on social media.

**\$250  
Mars  
Sponsor**

- Listing on poster and link on website.

**\$100  
Nano Nano  
Sponsor**

- Listing on website



# UFO Festival

**Timing:** Friday & Saturday, May 13–14, 2016

**Target Audience:** Tourists, families, adults of all ages, community residents

**Estimated Attendance:** 18,000+

**Event Summary:** The second most popular UFO Festival in the world! This festival offers a Friday Landing Party, amazing UFO Costume Parade, aliens, dancing bands, space ships and wacky UFO costumes.



## **\$2,000 Presenting Sponsor**

- Two mini-promotional video of your business highlighted in our bi-weekly e-newsletter and our social media outlets.
- Logo on banner, poster, website and social media posts.
- Shout-outs with logo and links to your business on social media during the months of May-October.
- Potential to have one booth space at two markets (restrictions apply)

## **\$1,000 Harvest Sponsor**

- Logo on banner and poster.
- Link to your business on website.
- Shout-outs with logo and link to your business on social media during the months of May-October.

## **\$500 Blossom Sponsor**

- Listing on banner and website

## **\$150 Seedling Sponsor**

- Listing on website



# Farmers Market

**Timing:** Thursdays, May 19–October 6, 2016

**Target Audience:** Tourists, families, adults of all ages, community residents

**Estimated Attendance:** 2,500+ each week

**Event Summary:** Local artisans and farmers fill Cowls Street every Thursday during market season. This market offers produce, crafts, handmade artisan crafts, live music and a wine tasting booth each week!



## **\$1,000 Grammy Sponsor**

- A promotional video of your business highlighted in our bi-weekly e-newsletter and social media outlets.
- Logo on stage banner, poster, website and advertisements.
- Shout-outs with logo and link to your business on social media
- Weekly shout-outs at each concert.

## **\$500 Soprano Sponsor**

- Name on stage banner, website and poster.
- Link to your business on website
- Social media shout-outs.

## **\$250 Tenor Sponsor**

- Acknowledgment on website and social media.



# Concerts on the Plaza

(Previously known as Brown Bag Concerts)

**Timing:** Evening concerts! Thursday, June 9–August 4, 2016

**Target Audience:** Tourists, families, adults of all ages, community residents, families with children

**Estimated Attendance:** 400+ each week

**Event Summary:** Tap your feet to live concerts this summer at U. S. Bank Plaza. New this year: food trucks and craft beer options will be available each week!



**\$3,000  
Presenting  
Sponsor**

- Two, alternating promotional videos of your business in our bi-weekly e-newsletter and social media outlets.
- Logo on banner, website, and all advertisements.
- Shout-outs with logo and link to your business on social media.
- Shout-outs on the main stage.
- Potential to have one free booth space at Turkey Rama (restrictions apply).

**\$1,500  
Main Stage  
Sponsor**

- Logo on banner across the main stage, website and posters.
- Shout-outs with logo and link to your business on social media outlets.
- Shout-out on the main stage on closing night of Turkey Rama.

**\$1,500  
Food Court  
Sponsor**

- Logo on banner across the food court, website and posters.
- Shout-outs with logo and link to your business on social media outlets.
- Shout-out on the main stage on closing night of Turkey Rama.

**\$500  
Turkey Feathers  
Sponsor**

- Listing on poster and logo on website.
- Potential to pick booth location at Turkey Rama (restrictions apply).

**\$250  
Gobble Gobble  
Sponsor**

- Logo on website.

# Turkey Rama

**Timing:** Friday & Saturday, July 8–9, 2016

**Target Audience:** Adults of all ages, community residents, families with children

**Estimated Attendance:** 20,000+

**Event Summary:** This beloved community festival is now in its 56th year! Turkey Rama observes the historical importance of the once-thriving turkey business in the surrounding county. Turkey Rama now includes the World's Largest Turkey BBQ, a carnival, and the Turkey Trot (Run & Walk).



## Help sponsor our next edition of Stroll!

In February of 2015, the McMinnville Downtown Association received funding to develop a comprehensive inventory on the buildings and businesses within the MDA's historic district. This project, which includes research from private, county and state archives, personal interviews, historic newspapers, local high school and college yearbooks, city directories and maps, is a unique chance for you to participate in marketing our historic significance. The self-guided walking brochure serves as a living history of McMinnville's historic district - past, present and future, to be used by residents, students, historians and tourists alike.

### In our next edition, we'd like to include you!

Your business name in front of all of these viewers will increase your business's exposure in a huge way!

### Historic Downtown Walking Map



- Visit [HistoricMac.com](http://HistoricMac.com) to view more buildings of historic significance
- |                                       |                                   |                                 |                               |
|---------------------------------------|-----------------------------------|---------------------------------|-------------------------------|
| 1. Carnegie Library                   | 7. O.O. Hodson Building           | 14. JC Penny Building           | 20. O'Dell Building           |
| 2. Samuel Cozine House                | 8. J.B. Mardis Building           | 15. U.S. National Bank Building | 21. Jameson Hardware          |
| 3. Montgomery Ward Building           | 9. Campbell Building              | 16. Hotel Elberton              | 22. Eggleston Block           |
| 4. Schilling Building                 | 10. Old Telephone Register        | 17. Cooks Hotel                 | 23. Henderschott House        |
| 5. McMinnville National Bank Building | 11. Old U.S. Post Office Building | 18. Old Elks Building           | 24. Southern Pacific Railroad |
| 6. Masonic Building                   | 12. Union Block                   | 19. Odd Fellows Hall            | 25. Old City Power Plant      |
|                                       | 13. Wright Building               |                                 | 26. Houck's Flouring Mill     |

## A Unique Sponsorship Opportunity

