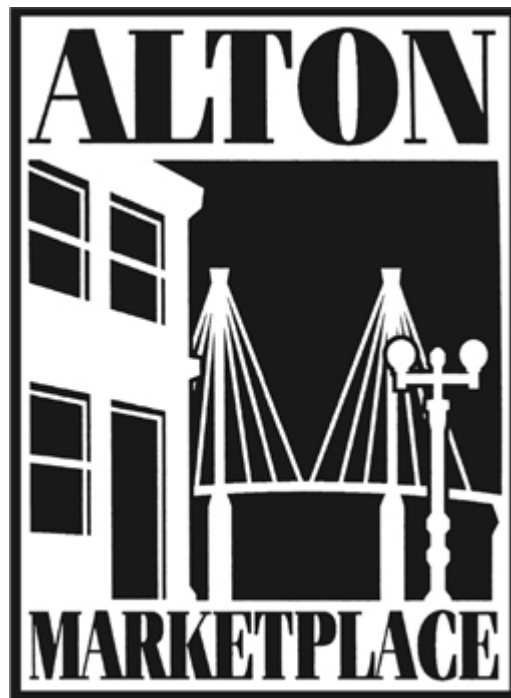


2011 Sponsorship Opportunities



*Sara McGibany—Executive Director
200 W. 3rd Street—Suite 100
Alton, IL 62002*

*(618) 463-1016
sara@altonmarketplace.com*

Please return signed sponsorship form to the above contact information.

Sponsorship Details

EVENT SPONSORSHIP entitles your business to visibility in a variety of promotional avenues, which differ by event:

- **Media advertising and collateral materials**
 - Premier example: large logo on posters & print ads
 - 2nd tier example: small logo / 3rd tier example: company name
- **Program ads**
 - Premier example: full page ad in event program
 - 2nd tier example: half page ad / 3rd tier example: quarter page ad
- **Event signage, donor boards & banners**
 - Premier example: company name in large print
 - 2nd tier example: medium print / 3rd tier example: small print
- **Promotional mentions during events**
 - Premier example: company name mentioned at every intermission
 - 2nd tier example: 3 mentions / 3rd tier example: 1 mention
- **Complimentary tickets**
 - Premier: 12 free tickets, 2nd tier: 8 free tickets, 3rd tier: 4 free tickets
- **T-shirts & Promotional souvenirs**
 - Reserved for Premier sponsors due to limited space

GOLD Package — \$5,000

Premier sponsorship for all 7 events
Gold partnership status

SILVER Package — \$2,500

Premier sponsorship for 3 events of your choice
2nd tier sponsorship for remaining 4 events
Silver partnership status

BRONZE Package — \$1,000

Premier sponsorship for 1 event of your choice
3rd tier sponsorship for remaining 6 events
Bronze partnership status

BASIC Package — \$500

Premier sponsorship for 1 event of your choice
Basic partnership status

Event Highlights

PLEASE SELECT WHICH EVENTS YOU WOULD LIKE TO SPONSOR AT THE PREMIER LEVEL

The Challenge of the Bluffs Run Approximate Attendance - 200

- Held at 8am on Saturday, March 19th
- Attracts more than 100 runners and walkers, as well as many spectators
- High-visibility sponsorship signage at the award ceremony & post-run party

Farmers' & Artisans' Market Approximate Attendance - 7,500/season

- Held every Saturday from June to October
- High traffic location at Henry St. & Landmarks Blvd. attracts hundreds of shoppers
- Features farmers and artists from the area selling locally grown produce, homemade arts & crafts and more. Plus music, kids' activities & more!

All-Wheels Drive-In Car Show Approximate Attendance - 1,500

- Held 8am to 4pm on Sunday, June 26th in conjunction with the "Cars Blues BBQ Festival", a barbecue competition sanctioned by the Kansas City BBQ Society
- The 14th annual show will be held on 3rd Street and feature hot rods and classic cars plus live Blues music and other family activities

The Big Gig Local Music Show Approximate Attendance - 1,500

- Held from 3pm to 11pm on Saturday, July 23rd at Riverfront Amphitheater
- Concert featuring six area bands who compete for a prize package, this is the best place to catch the newest, up and coming original music in the area

Mississippi Earthtones Festival Approximate Attendance - 2,000

- This 5th Annual event will be held from Noon-9pm at Riverfront Amphitheater on Saturday, September 17th as a part of Governor Quinn's "It's Our River Day" initiative. This event is co-sponsored by the Sierra Club.
- Exhibitors and green vendors promote "education, recreation & conservation" of the Mississippi River—plus live music, food, arts & earth-friendly activities!

Economic Gardening Initiatives Various-sized events throughout the year

- Opportunity to have your company connected to the "shop local" movement
- Training workshops and networking opportunities to build our local economy
- Support retail promotions for the small businesses downtown, such as Third Thursdays Late Night Shopping & Gallery Experiences, and the Green Gift Bazaar on Small Business Saturday

Community Tree Lighting & Taste of Downtown Approximate Attendance - 1,000

- Held annually the week before Thanksgiving - Taste of Downtown: Thursday, November 17th & Tree Lighting: Friday, November 18th
- Tree lighting is held at Lincoln-Douglas Square, this event is packed with families!
- All activities are free to the community: photos with Santa, caroling, candy for the kids, cookies, hot chocolate, flipping of the Christmas tree lights by the Mayor
- Serves as the kick off for the Salvation Army "Tree of Lights" campaign
- Taste of Downtown showcases signature dishes from the districts fine restaurants

Reach frequency, gross impressions and Board of Director contact information available upon request

Partnership Agreement

PARTNERSHIP BENEFITS are included with any level of corporate event sponsorship, including:

- **Your company website** linked to the Partner page of our website
 - Using your business logo at the Gold, Silver or Bronze level
 - or your company name at the Basic level
- **VIP Invitations** to Marketplace seminars and promotional events
- **Recognition** at our annual Appreciation Breakfast
- **Business Profile** in our monthly newsletter reaching approximately 2,000 readers
- **Featured** in local media - WBGZ, RiverBender.com, The Telegraph
- A **window decal** to advertise your support

YES! We are proud to be a partner of Alton Marketplace and sponsor a variety of quality community events:

GOLD Package SILVER Package
 BRONZE Package BASIC Package

Company _____

Contact Name _____ Title _____

Company Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Signature _____

Please complete and mail by 2/28/2011 to:

Alton Marketplace Attn: Sara McGibany
200 W. 3rd Street - Suite 100 Alton, IL 62002
Phone: 618-463-1016 Email: sara@altonmarketplace.com

www.AltonMarketplace.com

