OLYMPIA
DOWNTOWN ALLIANCE

Downtown Cornerstone

$5,000 (only 8 offered)

- **Benefits for all of the signature Alliance events**
  - **Social Media**
    - Weekly Thank You dedicated post on Facebook leading up to event
    - Story mentions on Instagram 2x bi-weekly (4 total)
    - Dedicated recognition post on event page
  - **Logo Recognition**
    - Logo on street banner (when City program reinstated) State Ave between Adams and Franklin Ave (12,500 impressions daily)
    - Logo on all marketing assets including:
      - Posters distributed in Olympia, Tumwater & Lacey
      - Point of sale bag stuffers downtown Olympia
      - Logo recognition with link on Olympia Downtown Alliance website as event Downtown Cornerstone sponsor
      - Logo on downtown sandwich board
      - Event day signage
        - Listed as supporting sponsors on banners and sandwich boards throughout event footprint
  - **Radio Advertising**
      - KXXO – Mentions
        - 15 mentions per event
  - **EMCEE**
    - Name/Business recognition made by emcee at event (when applicable)
  - **Tabling/Vendor Opportunity (when applicable)**
    - 10x10 space provided within event footprint

- **Complimentary Alliance Membership, including benefits listed below:**
  - Logo recognition in our weekly newsletters (circulation 1,000)
  - Logo recognition, along with other Downtown Cornerstones, on 4 social media posts during the year (14,000 total followers on Instagram and Facebook)
  - Logo recognition on the Downtown Alliance's website
  - Access to Quarterly Executive Director Roundtables
  - Invitations to Alliance events, including the Annual Meeting and Summer Meeting

**Downtown Cornerstones can include individuals, families, or business entities.*

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Downtown Champion

$2,400

- **Sponsor benefits for all of the signature Alliance events**
  - Social Media
    - Thank You post across Instagram and Facebook (up to 4x)
    - Collective recognition post including name or logo on event page
  - Recognition
    - Name recognition on downtown sandwich board
    - Name recognition on Olympia Downtown Alliance website as Downtown Champion
    - Name recognition in Alliance newsletter (week of event)
  - Emcee
    - Name/Business recognition (as collective) made by emcee
  - Tabling/Vendor Opportunity (when applicable)
    - Reduced Downtown Champion rate

- **Complimentary Alliance Membership, including benefits listed below:**
  - Logo recognition in our weekly newsletters (circulation 1,000)
  - Logo recognition, along with other Downtown Champions, on 4 social media posts during the year (14,000 total followers on Instagram and Facebook)
  - Logo recognition on the Downtown Alliance's website
  - Access to Quarterly Executive Director Roundtables
  - Invitations to Alliance events, including the Annual Meeting and Summer Meeting

**Downtown Champions can include individuals, families, or business entities.*

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Downtown Leadership Circle

$1,200 (or $100 per month)

When you join the Leadership Circle, you become part of a special group of leaders who understand the value of a thriving and vibrant downtown Olympia. You share the vision that our community deserves a downtown that is the welcoming heart of the region. **All Leadership Circle Members receive the following benefits:**

- **Complimentary Alliance Membership, including benefits listed below:**
  - Recognition in our weekly newsletters (circulation 1,000)
  - Recognition, along with other Leadership Circle members, on 4 social media posts during the year (5,000 total followers on Instagram and Facebook)
  - Recognition on the Downtown Alliance's website
  - Access to Quarterly Executive Director Roundtables
  - Invitations to Alliance events, including the Annual Meeting and Summer Meeting

**Leadership Circle members can include individuals, families, or business entities.*

OLYMPIA
DOWNTOWN ALLIANCE

Downtown Partner

$500

- **Sponsor Benefits for all of the signature Alliance events**
  - Social Media
    - Story mentions (up to 2x)
  - Print
    - Name recognition in Alliance newsletter (week of event)
  - Emcee
    - Shout out as Downtown Partner
  - Tabling/Vendor Space
    - Reduced Downtown Partner rate

**Downtown Partners can include individuals, families, or business entities.*