

#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, September 02, 2020 10:11:00 AM
Last Modified: Wednesday, September 02, 2020 10:24:56 AM
Time Spent: 00:13:56

Page 1: Sponsorship Form

Q1

Please enter project information

Project Name	Love Oly - Shop and Dine Week
Sponsoring Organization	Olympia Downtown Alliance

Q2

Please enter contact information

Contact Name	Todd Cutts
Contact Phone Number	360-357-8948
Contact Email Address	tcutts@DowntownOlympia.org

Q3

Please enter project information

Project Location	Downtown Olympia
Project Date/Time	September 28-October 4

Q4

Please provide a brief description of your project

Love Oly - Shop and Dine week will seek to drive customer traffic to downtown businesses. The Alliance will coordinate registration of businesses and market the event. The event will include a "Passport" with a listing of participating businesses. Customers will receive a Love Oly sticker affixed to the passport upon purchase from a downtown business. If the customer receives six stickers, they will be eligible to redeem passport for a Love Oly branded facemask, t-shirt, or bumper sticker. Redeemed passports will also be entered into a drawing to win downtown gift cards.

Q5

How will your project be marketed?

The Alliance will coordinate a comprehensive marketing campaign, including ad buys, social media attention, newsletter articles, and press releases to local media outlets.

Q6

Who is participating (as artists, or performers, etc.)

Downtown businesses

Q7

Who is the intended audience?

Thurston County community at-large

Q8

What is your approximate full budget for the project?

\$11,000

Q9

Who else is sponsoring this project?

The presenting sponsor is Timberland Bank.

Q10

Sponsorship Level A (\$1,000)

The PBIA provides a limited number of sponsorships at each of three levels. Which level of sponsorship are you seeking? (check one)

Q11

No

Would you accept a sponsorship at a lower level? (Check one)

Q12

How did you hear about this PBIA Sponsorship opportunity?

City staff

Q13

Further Information: Is there anything else you would like us to see or know? You can attach additional information including links to web sites (pictures of past events, further event description, etc.) by sending it via email to pbia@ci.olympia.wa.us

We would like to request a \$2,000 sponsorship. Typically, we would require a nominal participant fee (\$10?) for businesses participating in events. Conceptually, this PBIA sponsorship would cover the participant fee for downtown businesses, making it free for all businesses to participate during this challenging period. We would be happy to discuss sponsor exposure for the PBIA.
