



## **Downtown Statesboro Development Authority 2021 Sponsorship Opportunities**

After a long break from hosting events due to Covid-19, the Downtown Statesboro Development Authority is pleased to announce that downtown events, including our well-known F1rst Friday events will be making a return to Downtown Statesboro in August 2021. To make all of these upcoming events possible, we are looking for sponsors to aid us in our upcoming fiscal year, which will be from July<sup>1st</sup>, 2021 to June 30<sup>th</sup>, 2022.

The DSDA hosts many events throughout the year that bring thousands of locals and tourists to the beautiful, historic downtown Statesboro. Not only do we host F1rst Friday events every month, but we also host Downtown Tours and other fun events for the community.

By becoming a proud sponsor of the DSDA, you not only gain an opportunity to advertise your business, but you also show that your company cares about the community of Statesboro and the wellbeing of our historic Downtown area. Sponsoring a Downtown Development Authority such as the DSDA is a great opportunity for you to reach your community and market your business and products/services.

Together, we can continue to add to the vibrancy of our growing downtown Statesboro. We have included the sponsorship package options for this year below. If interested, please return the application, as well as your attached form of payment and a high-resolution photo of your logo to the DSDA office located at 10 Siebald Street.

Thank you in advance for choosing to collaborate with us by sponsoring the Downtown Statesboro Development Authority from July<sup>1st</sup>, 2021 to June 30<sup>th</sup>, 2022.

Sincerely,

Allen Muldrew  
Executive Director  
Downtown Statesboro Development Authority



## 2021 DSDA Sponsorship Packages:

Annual Sponsor (\$1000)	Event Sponsor (\$750)
<p>Benefits:</p> <ul style="list-style-type: none"> <li>→ Video advertising on our YouTube channel and video feature in the DSDA newsletter</li> <li>→ Feature in print-advertising throughout fiscal year (newsprint, posters, signs, banners, etc. created for events)</li> <li>→ Premium booth space for each First Friday event + free booth slot for any other events within fiscal year</li> <li>→ At least one highlighted feature in our newsletter emailed to the DSDA mailing list.</li> <li>→ Logo, business description, and link to your website on the DSDA website, <a href="http://www.statesborodowntown.com">www.statesborodowntown.com</a></li> <li>→ Other media mention (radio, press releases, event coverage)</li> <li>→ Mention and feature in social media posts for events.</li> <li>→ Repost of your social media content on the DSDA social media platforms</li> </ul>	<p>Benefits:</p> <ul style="list-style-type: none"> <li>→ Feature in the DSDA blog post for event.</li> <li>→ Feature in print advertising for event (newsprint, posters, banners)</li> <li>→ Banner with logo to be displayed during event</li> <li>→ Highlighted feature in our newsletter emailed to the DSDA mailing list</li> <li>→ Other media mention (radio, press releases, and event coverage)</li> <li>→ Mention and feature in social media posts for event</li> <li>→ Premium booth space for event</li> </ul>

### Our Calendar of Events

- Aug Friday 6** DSDA – F1RST Friday – **Downtown Pep Rally** – *Students cheer and present teams 5:30-8 pm*
- Sept Friday 10** DSDA – F1RST Friday – **Taste of Downtown** – *Appetizer tasting downtown , live music 5:30-8 pm*
- Oct Friday 1** DSDA – F1RST Friday – **Ag Night Out** – *Chamber of Commerce Ag Committee 5:30-8 pm*
- Saturday 23** **Downtown Trick or Treat-** *Costume Contest, Candy, Fun Activities– 9:00am-1:00pm*
- Dec Friday 3** DSDA – F1RST Friday – **Christmas Holiday Celebration** – *5:30-8 pm*  
*Santa Claus, Chili Town, Golf Cart Parade, Arts & Crafts, music*
- Feb Friday 4** DSDA – F1RST Friday – **Downtown Date Night** – *West Main St. 5:30-8 pm*
- Mar Friday 4** DSDA – F1RST Friday – **Downtown Paw Walk** – *Dog costume contest at dog park 5:30-8 pm*
- Apr Friday 1** DSDA – F1RST Friday – **Downtown Art Walk**– *Pottery and Art sale, Live Music 5:30-8 pm*
- May Friday 6** DSDA – F1RST Friday – **Fiesta de Mayo** –*Cinco de Mayo celebration with food and music 5:30-8 pm*



## July 2021- June 2022 Sponsorship Application

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Description of company, products, and/or services:

\_\_\_\_\_

Sponsorship Package Choice:

Annual Sponsor (\$1000)

Event Sponsor (\$750)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Along with this application, please include a high-resolution photo of your business' logo. After receiving your application, an invoice will be sent to your email on file. All checks should be made payable to the **DSDA** at **10 Siebald St. Statesboro, GA 30458**.