



**DOWNTOWN
JOPLIN
ALLIANCE**

SPONSORSHIP OPPORTUNITIES

2021

Downtown Joplin Alliance offers many sponsorship opportunities. For each event, your logo and/or business name is on all printed materials, recognition in news releases, newsletters, emails, and social media. Sponsors of larger events may also receive recognition on signage, t-shirts, TV, newspaper, and radio ads.

Your financial investment not only helps your business build brand awareness in the community, it also supports the year-round revitalization efforts of Downtown Joplin Alliance.

CONTACT

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DOWNTOWNJOPLIN.COM



ABOUT DOWNTOWN

Downtown Joplin is located in approx 150 blocks of our historic core. This includes the newly dubbed Arts District as well as several national and local historic districts. The synergy created by beautiful 100 year old buildings, creative locally owned shops and restaurants, and dozens of community events makes downtown a major destination.

Downtown Joplin is home to more than 500 businesses who create over 5000 jobs!

Downtown Joplin is the heart of our community. It reminds us where we come from and serves as an incubator for locally owned businesses.

ABOUT DOWNTOWN JOPLIN ALLIANCE

Downtown Joplin Alliance is a 501c3 nonprofit organization dedicated to the economic vitality and historic preservation of Downtown Joplin. EIN 43-1561015

Downtown Joplin Alliance is an Associate level Main Street Program recognized by the National and Missouri Main Street Organizations.

Downtown Joplin Alliance leverages both the art and science of downtown revitalization to create a better quality of life for all by harnessing the assets that set Joplin apart.

Downtown Joplin Alliance brings over 100,000 visitors to downtown with events, activities, and promotions each year.

In 2019, we welcomed 19 new businesses, and 1.7 million in private investment dollars to downtown. Our volunteers logged more than 3000 hours!

OUR REACH WITHIN THE COMMUNITY

- OVER 30,000 SOCIAL MEDIA FOLLOWERS
- DOWNTOWNJOPLIN.COM OVER 23,000 MONTHLY PAGE VIEWS
- KSN/KODE NBC&ABC TELEVISION AFFILIATES FOR THE FOUR STATE AREA
- THE JOPLIN GLOBE OVER 75,000 PRINT SUBSCRIPTIONS
- AMI RADIO: 6 RADIO STATIONS IN JOPLIN, PITTSBURG, NEOSHO
- ZIMMER RADIO: 5 RADIO STATIONS IN JOPLIN, PITTSBURG, NEOSHO
- PRESS RELEASES: 30+ MEDIA OUTLETS INCLUDING RADIO, TELEVISION, NEWSPAPER, MAGAZINES, AND BLOGGERS

Customizable sponsorship packages can be created to meet your needs, budget and goals

Partnership Opportunities

PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
\$20,000 Select \$30,000 in value	\$12,000 Select \$18,000 in value	\$8,500 Select \$12,000 in value	\$5,000 Select \$7,000 in value

Benefits: ask for details!

- THIRD THURSDAY TITLE SPONSOR \$8500
- EMPIRE MARKET TITLE SPONSOR \$7500
- WINESHARE PRESENTING SPONSOR \$3000
- WEBSITE SPONSOR \$2000
- THIRD THURSDAY MONTHLY SPONSOR \$2500

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Your brand on all Third Thursday materials. Includes optional booth space at every Third Thursday.

Includes up to 12 booth spaces at DJA events. Banner placement on 4th Street.

Featured during presentation portion. Recognition on all WineShare materials.

Recognition throughout website, in newsletter and social media.

Take a block of one event and make it your own! Special discounts on additional months.

HOLIDAY EXPERIENCE	2200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ENDANGERED PROPERTIES PROGRAM	2000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NIGHT MARKET SPONSOR	1500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DOWNTOWN PASSPORT	1500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FALL FESTIVAL	1200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ANNUAL SIDEWALK SALE	1200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EMPIRE MARKET MONTHLY	1000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS INVESTMENT GUIDE	1000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MONTHLY NEWSLETTER	1000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VOLUNTEER PROGRAM	1000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLEAN TEAM	1000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WINESHARE MONTHLY	500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMMUNITY GARDEN	500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KIDS MEAL/EMPIRE SPROUTS	500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B2B ROUNDTABLES	250	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPONSOR A FARMER	250	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Our partnership opportunities vary from single event or program to twelve months of ongoing recognition. Whether your focus is on historic preservation, local foods and businesses, or just getting in front of thousands from the region, there is sure to be a fit for your organization. We are happy to customize packages to be of most benefit to you!

For more information about specific events and opportunities, contact Lori at 417-529-3888 or lori@downtownjoplin.com