

2025 SPONSOR OPPORTUNITIES



Get Involved

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**DOWNTOWN
JOPLIN
ALLIANCE**

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

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ABOUT DOWNTOWN JOPLIN ALLIANCE

Downtown Joplin Alliance is a nonprofit organization dedicated to the economic vitality and historic preservation of Downtown Joplin.

Downtown Joplin Alliance is an Accredited 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 is a privately funded organization that relies on donations, grants, partnerships and sponsorships to make downtown progress possible.

Downtown Joplin Alliance is a 501c3 tax exempt organization. Your contribution may be deductible. Please consult with a tax advisor. EIN: 43-1561015



WHAT WE DO



BUSINESS

Small biz is the lifeblood of a community and downtown is the perfect incubator

- Business support, recruitment, resources, networking
- Newton Community Kitchen for start up food businesses
- Empire Market serves 100+ small businesses/farmers annually
- Connecting properties with prospects
- Marketing and promotion of the district



PROPERTY

Historic buildings make sense for the future

- Historic property resources, education
- Endangered Properties Program finding solutions for vacant and underutilized properties
- Code Team to facilitate navigating adapting old buildings



QUALITY OF LIFE

Creating a vibrant downtown neighborhood

- Over 80 days of events including Third Thursday, WineShare & Downtown Lofts Tour
- Safer, pedestrian friendly improvements
- Beautification efforts
- Weekly Farmer's Market at Empire Market



COMMUNITY

Downtown is the heart of Joplin.

- More than 13,000 volunteer hours since 2018
- Community Gardens
- Free Kids Meals
- Gardening classes, cooking classes, and other educational opportunities

DOWNTOWN FAST FACTS



DOWNTOWN HOUSING

321 units currently at 96% occupancy
 Around 200 under development and/or construction

- Pennington
- Olivia
- Holcroft (condos)
- Degraff (new const)
- Haughton
- Independant
- Pearl Bros



ECONOMIC IMPACT

Over 500 businesses creating more than 5000 jobs
 call downtown home

In the past five years:

- Sale prices of downtown buildings have increased 2-3x
- More than 80 million in private investment
- 80+ new businesses
- Sales tax revenue increase of 32%



PARKING

Lots of parking downtown!

- More than 4000 parking spots
- 70-80 on street spots within one block of any front door
- Takes a minute and a half to walk a block
- Parking is generally only at 30% occupancy



FUTURE OF DOWNTOWN

Getting the mix right

- Need more kitchens
- Storefronts need to be public facing--food, retail, activity
- Usable, right sized spaces
- Cater to residents--we will have 1/3 more soon!
- Affordable spaces--smaller, shared space
- Consumers now demand great, consistent experiences

PARTNERSHIP AND SPONSORSHIP



Downtown Joplin Alliance offers many partnership and sponsorship opportunities. We recognize your support in a variety of ways including printed materials, recognition in news releases, newsletters, emails, social media and website. Sponsors of larger events may also receive recognition on signage, t-shirts, TV, newspaper and radio ads and booth space.

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 that positively impact the economic development and quality of life in Joplin.

While small in geographic area, downtowns are immensely valuable, diverse, efficient, inclusive and resilient on multiple levels. From driving tax revenue and business activity to hosting a concentration of resources, amenities, and social infrastructure, downtowns are at the heart of the long-term health of a region.

PREMIER PARTNERS

2025

Loving the progress downtown and want to be part of the ongoing success? Our partnerships are a full calendar year of general support for the organization. We will show our thanks with items such as website presence, social media shout out, invites to events and more.

Connor
Keystone
Paramount
Fox

	Recognition on social media	Logo on monthly newsletter and website	Tickets for Evening of Excellence, Lofts Tour
20,000	✓	✓	✓ 4 each event
10,000	✓	✓	✓ 2 each event
5000	✓	✓	✓ 2 lofts tour
1000	✓	✓	

PROGRAM PARTNERS

2025

KIDS MEALS

EVERY SATURDAY; EMPIRE MARKET

Every Saturday we serve up fresh meals for area youth at no charge. The cost is just over \$1 per meal, so your investment will reach thousands of children. More than 7000 free kids meals have been served since 2020. Your support goes directly to purchase the products for volunteers to make into meals.

ACTIVITY REACH

40-80 meals per week

500-800 attendees per week

20,000+ social media followers

PRESENTING SPONSOR

\$2000

Three available or exclusive for \$5000

- Recognition banner at 4th street frontage at the Empire Market.
- Signage located at the meal kiosk inside the market weekly
- Logo on meal menu attached to every meal.
- Recognition in newsletter, website, and social media.

WHAT'S UP DOWNTOWN NEWSLETTER

QUARTERLY NEWSLETTER

What's up Downtown is our quarterly e-newsletter featuring all the downtown happenings. From business features, upcoming events, informational articles and more, this is a great way to connect to 2000+ community members.

ACTIVITY REACH

Reaching over 2000 local households

20,000+ social media followers

PRESENTING SPONSOR

\$1000

Two available

- Logo on each newsletter
- Logo on website
- Recognition on social media

CLEAN TEAM

MARCH-OCTOBER

At least twice per month March through October, volunteers meet downtown to beautify and tidy. Trash pick up, weeding, mulching and other activities take place over an hour and a half. Great opportunity for corporate groups to do volunteer activity!

ACTIVITY REACH

Visibility at Clean Team events and activities all season long

20,000+ social media followers

PRESENTING SPONSOR

\$1000

Two available

- Name on yard signs for the year used during the day of the cleanup (must be secured by Feb 15)
- Recognition in newsletter and website throughout the year.
- Recognition on social media.
- Recognition during volunteer expo event.

PROGRAM PARTNERS

Continued

2025

VOLUNTEER PROGRAM

YEAR LONG; ALL EVENTS AND MORE!

With more than 13,000 volunteer hours contributed since 2018, we know how much downtown means to the people of Joplin. From cleanup days at the Empire Market, to hanging Christmas decorations at Spiva Park, to volunteering at Third Thursday, Downtown Joplin Alliance relies on dozens of volunteers every year. Orientation sessions provide an onboarding experience each year. Celebrate the previous year in January with an Evening of Excellence where we recognize our volunteers for their hard work with an evening of food and entertainment.

ACTIVITY REACH

Visibility at events and activities all season long
20,000+ social media followers

PRESENTING SPONSOR

\$1500

Two available

- Name on t-shirts for the year worn at multiple events all year long (must be secured by Feb 15)
- Present volunteer awards at Evening of Excellence
- Recognition in newsletter and website throughout the year.
- Recognition on social media.
- Recognition during volunteer expo event.

COMMUNITY GARDENS

ALL YEAR LONG

Community gardens allow for the creation of social ties and build a greater feeling of community. These connections help reduce crime, empower residents and allow residents to feel safe in their neighborhoods. Community gardening may address wellness through the provision of opportunities for physical activity, improved nutrition and reduced stress. Participation in the gardening activities may improve wellbeing through increased social contact, culturally valued activities and mitigation of food poverty.

ACTIVITY REACH

Visibility at garden activities all season long
20,000+ social media followers

PRESENTING SPONSOR

\$1500

Two available

- Name on banners located in Gardens (must be secured by February 15)
- Recognition at Evening of Excellence.
- Recognition in newsletter and website throughout the year.
- Recognition on social media.

BED SPONSOR

\$250

Twelve available

- Name on signage located in "your" bed
- Recognition on social media

EVENT SPONSORSHIP 2025

Over 80 days of events bring thousands to Downtown Joplin!

THIRD THURSDAY MARCH-OCTOBER

Entering its 18th season, Third Thursday is Joplin's Premier community and cultural event. Hosted eight times per year, the event draws upwards of 5000 people each month for live entertainment, food trucks, street side dining, an artisan market, a vintage car show, and more. Choose which month fits your mission and message--and let's plan a street party!

- **March-Go Green**
- **April-Be a Hero**
- **May-Route 66**
- **June-You Belong**
- **July-Water Fest**
- **August-Dog Days of Summer**
- **September-Green and Gold**
- **October-Fall Festival**

ACTIVITY REACH

5000+ attendees during event

Live interviews during event and before with local news

20,000+ social media followers

Season Title

\$8500

Three Available

- Logo included on signage at the event (must be secured by Feb 15).
- Recognition in newsletter and website throughout the year.
- Recognition on social media.
- Recognition at Evening of Excellence
- Key double booth locations during all eight Third Thursday events
- May be paired with a monthly sponsorship for the discounted price of \$1500, depending on availability.

Monthly Sponsor

\$2500

Two Available Per Month

Monthly Exclusive available for \$4500

- Utilize up to 20 booth spaces for your activities and promotions (roughly a half block).
- Promotion in newsletter, social media, and traditional media during the month of your event.
- Recognition during the Evening of Excellence event.
- Discounted rate for booth space at the other months
- Recognition throughout the year on website



EVENT SPONSORSHIP

Continued

2025

EMPIRE MARKET

JANUARY-DECEMBER

2025 is the seventh season of the Empire Market. Not just a farmer's market, it offers exclusively locally grown or locally made products. Dozens of entrepreneurs launch their small businesses, offering produce, meat, eggs, baked goods, jams, ready to eat food, coffee, artisan products, bath and body products and more. This weekly event brings in an average of 600-700 attendees to shop 30-40 vendors. With live music, prepared foods and a great vibe, the market is truly a community gathering place. Special themed events keep things interesting!

- January-Chili Cook Off
- February- Paris Week
- March-Goats in the Garden
- April- Birthday Bash
- May-Bees and Blossoms
- August-Pepper Fest
- September- Hobbit Day
- October-S'mores and Pours
- November-Holiday Market
- December-Tinsel and Tidings

ACTIVITY REACH

36000+ average annual attendees

Local media interviews and promotion

20,000+ social media followers

EVENING OF EXCELLENCE

JANUARY

Annual celebration of downtown and the people who make downtown thrive. Keynote speaker presenting ideas and stories of inspiration for continued downtown growth. Recognition of volunteers, projects, partnerships and more. Catered hors d'ouvres and beverages.

ACTIVITY REACH

80-100 in attendance

20,000+ social media followers

SEASON TITLE

\$8500

Two Available

- Logo included on signage at the facility (must be secured by Feb 15)
- Recognition in newsletter and website throughout the year
- Recognition on social media with weekly market reports
- Recognition at Evening of Excellence
- Booth at market up to 1x per month (12 total)

MONTHLY SPONSOR

One Available Per Month

\$1200

- Logo on event signage
- Promotion in newsletter, social media, and traditional media during the month of your sponsorship
- Recognition during the Evening of Excellence event
- Recognition throughout the year on website
- Booth space at market events two times during the month

PRESENTING SPONSOR

\$2500

Two available

- Present community awards and recognition
- Recognition on signage at event and on event program
- Recognition on website and newsletter.
- Recognition on social media

PROGRAMMING SPONSOR

\$1000

- Introduce Keynote speaker
- Recognition on signage at event and on event program
- Recognition on website and newsletter.
- Recognition on social media

EVENT SPONSORSHIP

Continued

2025

HOLIDAYS IN DOWNTOWN

NOVEMBER-DECEMBER

November and December bring a variety of promotions for downtown businesses and activities leading up to the Holidays. This event sponsorship includes the holiday decorating contest, Light the Park event, various holiday open houses.

ACTIVITY REACH

Visibility at events and activities throughout season
20,000+ social media followers
Traditional Media promotion--TV and newspaper

PRESENTING SPONSOR

\$2000

Two available

- Present awards for decorating contest
- Recognition in newsletter and website throughout the year
- Recognition on social media
- Recognition during volunteer expo event
- Name recognition on holiday posters and table toppers (with commitment by August 15)

LOFTS TOUR/TIP TOP TOAST

MAY 10, 2-6PM TIP TOP TOAST 7-9PM

As part of Historic Preservation Month, this event showcases historic properties available to rent or buy in the downtown area. This "open house-style" tour will take attendees into some of downtown's most fascinating properties. After the tour Tip Top Toast: A Vip Reception Under the Stars takes place on the roof for a view few are privy to.

ACTIVITY REACH

300+ attendees
20,000+ social media followers
Traditional Media promotion--TV and newspaper

PRESENTING SPONSOR

\$2000

Two available

- Name on promotional posters and materials (if secured by Mar 1)
- Give a toast at Tip Top Toast rooftop event
- Recognition in newsletter and website throughout the year.
- Recognition on social media
- Four tickets to Tip Top Toast Event

EVENT SPONSORSHIP 2025

WINESHARE

FEBRUARY, APRIL, JUNE, AUGUST, OCTOBER, DECEMBER

WineShare happens six times annually on the first Friday of the month. This networking event takes place in various locations throughout downtown and draws 80-100 attendees.

ACTIVITY REACH

80-100 in attendance

20,000+ social media followers

PRESENTING SPONSOR

\$2000

- Name on signage at each event
- Speak to group during presentation portion
- Have exhibit table/board at events
- Recognition in newsletter and website throughout the year.
- Recognition on social media.

MONTHLY SPONSOR

\$250

Six available

- Name on signage during event
- Speak during presentation
- Recognition on social media

DOWNTOWN NOW

MARCH, JULY, SEPTEMBER

Quarterly networking and informational session about what's going on downtown. Two topics of varying subjects will typically be presented. Networking and socializing time rounds out the event. Targeted for downtown businesses and property owners, along with downtown residents and anyone interested in downtown.

ACTIVITY REACH

30-50 in attendance

20,000+ social media followers

PRESENTING SPONSOR

\$2000

One Available

- Recognition on signage at all three events
- Recognition on website and newsletter
- Recognition on social media
- Speak to group during announcements

EVENT SPONSOR

\$500

Three Available

- Recognition on signage at event and on event program
- Recognition on social media
- Speak during announcements

Overview

PARTNERSHIP AND SPONSORSHIP

PREMIER PARTNERS

Page 5

<input type="checkbox"/>	Connor	20,000
<input type="checkbox"/>	Keystone	10,000
<input type="checkbox"/>	Paramount	5000
<input type="checkbox"/>	Fox	1000
<input type="checkbox"/>	Other Amount	_____

PROGRAM PARTNERS

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<input type="checkbox"/>	Kids Meals Program	2000
<input type="checkbox"/>	Newsletter	1000
<input type="checkbox"/>	Clean Team	1000
<input type="checkbox"/>	Volunteer Program	1500
<input type="checkbox"/>	Community Garden	1500
<input type="checkbox"/>	Garden Bed Sponsor	250

EVENT SPONSORSHIP

THIRD THURSDAY

Page 8

<input type="checkbox"/>	Season Title Sponsor	8500
<input type="checkbox"/>	Monthly Exclusive Sponsor	4500
<input type="checkbox"/>	Monthly Sponsor	2500

EMPIRE MARKET

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<input type="checkbox"/>	Title Sponsor	8500
<input type="checkbox"/>	Monthly Sponsor	1200

EVENING OF EXCELLENCE

Page 9

<input type="checkbox"/>	Presenting Sponsor	2500
<input type="checkbox"/>	Programming Sponsor	1000

HOLIDAYS IN DOWNTOWN

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<input type="checkbox"/>	Season Sponsor	2000
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LOFTS TOUR/TIP TOP TOAST

Page 10

<input type="checkbox"/>	Presenting Sponsor	2000
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FIRST FRIDAY WINESHARE

Page 11

<input type="checkbox"/>	Presenting Sponsor	2000
<input type="checkbox"/>	Monthly Sponsor	500

DOWNTOWN NOW

Page 11

<input type="checkbox"/>	Presenting Sponsor	2000
<input type="checkbox"/>	Event Sponsor	500



MORE INFORMATION



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Thank you for your support!

----- TOTAL INVESTMENT