



# Sponsorship Opportunities!

**SEE YOUR BUSINESS FEATURED IN ELLENSBURG**



## INCREASED BRAND VISIBILITY:

Feature your business at a local event, increase brand visibility and reach a wider audience.



## POSITIVE BRAND IMAGE:

Be seen and celebrated as a community supporter by local and regional event guests. Increase customer loyalty and trust in your brand.



## COMMUNITY INVOLVEMENT:

Supporting local events demonstrates to your employees and customers a business's commitment to the community.



**THE EDA IS SUPPORTED THROUGH SPONSORSHIP, VOLUNTEERISM, AND DONATIONS THROUGH THE MAIN STREET TAX CREDIT INCENTIVE PROGRAM. WE ARE NOT MEMBERSHIP BASED. WE SUPPORT ALL BUSINESSES.**

109 E 3rd Ave Suite 1 Ellensburg, WA Office: 509-962-6246 Email: [community@ellensburgdowntown.org](mailto:community@ellensburgdowntown.org)



**The Ellensburg Downtown Association's mission is to empower and preserve community by amplifying our economy and creating a sense of place for all.**



# ELLENSBURG, WA

## The Center of Your Adventures



### About Us

The Ellensburg Downtown Association (EDA) is an award winning Washington State designated and nationally accredited Main Street program. Formed in 2004, the EDA has been a key partner in the revitalization of historic Downtown Ellensburg by following the National Main Street Center’s 4-Point Approach.

The 4-Point Approach is a comprehensive community based approach to community revitalization that emphasizes efforts in each of the four points

- Design
- Promotions
- Outreach
- Economic Vitality



[www.ellensburgdowntown.org](http://www.ellensburgdowntown.org)



@ellensburgdowntown



509-962-6246



@ellensburgdowntown



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# Main Street TAX CREDIT INCENTIVE Program



## YOUR WASHINGTON STATE BUSINESS & OCCUPATION TAXES CAN STAY LOCAL!

The Main Street Tax Credit Incentive Program (MSTCIP) provides a Business & Occupation (B&O) tax credit for private contributions given to eligible downtown organizations, like the Ellensburg Downtown Association.

Once your business' donation request is approved by the Department of Revenue, you are eligible the following year for a tax credit worth 75% of the contribution to your downtown revitalization organization.

*Thank You*

### 2022-2023 B & O PLEDGES AT WORK IN YOUR DOWNTOWN:

- Securing, relighting, and maintaining our downtown holiday snowflake street lighting.
- A new 20ft' Moments to Remember Tree for the annual tree lighting ceremony.
- A downtown business grant program, to help our small businesses.
- Coming soon: An Ellensburg City Mural to help revive and add beautification to Pine Street.

**THIS YEAR**  
You give:  
**\$1,000.00**  
to the



**NEXT YEAR**  
You get:  
**\$750.00**  
Tax Credit



**DOWNTOWN  
ELLENSBURG  
WINS!**



### HOW THE TAX CREDIT WORKS:

**Year 1:** Pay the Department of Revenue 100% of your B & O tax bill and donate any additional amount of your choice to the EDA through the Main Street Tax Credit Incentive Program.

**Year 2:** You will receive a **75% tax credit from your EDA donation the previous year**. Also, your full pledge amount is deductible since the EDA is a 501(c)3 nonprofit.



## KEEP YOUR TAX DOLLARS LOCAL AND SUPPORT THE ECONOMIC VITALITY OF DOWNTOWN ELLENSBURG THROUGH THE WASHINGTON STATE MAIN STREET TAX INCENTIVE PROGRAM

### HERE ARE THE BASICS:

- Beginning January 9th- March 31st, each Main Street community can receive up to \$213,333.33 in pledge donations from local businesses like you. There are 36 Main Street communities competing for these funds and **Ellensburg has a goal to secure 100% of our share by November 1st.**
- April 3rd the program opens again for Q2-4. **November 15th is the deadline for all 2023 pledges to be reported and received at the EDA.**

Please contact Brenda DeVore, EDA Executive Director to learn more.

[Director@EllensburgDowntown.org](mailto:Director@EllensburgDowntown.org) or 509-962-6246.



*Downtown clean-up in action. Future community leaders doing their part.*

## Ready to pledge and help keep tax dollars local and build community?



**To get started:** Visit the WA Department of Revenue's [www.dor.wa.gov](http://www.dor.wa.gov) to make your pledge.

Questions? View this 30-minute Q&A session:

<https://www.youtube.com/watch?v=2pqtrvJJqBE>



**Step 1:** Sign in or create an account.



**Step 2:** Choose "More Excise Tax Options" in the Account box



**Step 3:** Select "Manage/Apply for a Tax Credit" in the Credits box



**Step 4:** Select "Add Main Street Application"



**Step 5:** Find **Ellensburg Downtown Association** and enter the Contribution Amount; click next



**Step 6:** Fill in the required information and **Submit!**

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# 2023 Calendar of Events

MONTH	DATE	DAY	EVENTS
<b>March</b>	2nd	Thursday	Volunteer Fair & Awards
<b>April</b>	22nd	Saturday	Downtown Spring Clean Up
<b>May</b>	13th	Saturday	Children's Day Downtown
	17th	Wednesday	Downtown Partner Gathering
	18th	Thursday	Historic Pub Crawl
<b>June</b>	20th	Saturday	Planter Day
	17th	Saturday	Dachshunds on Parade
	21st	Wednesday	Ellensburg Make Music Day
<b>August</b>	30th	Wednesday	Hoedown in the Downtown
<b>September</b>	14-19th	Thur-Tues	Week of Welcome (CWU)
	18th	Monday	CWU Involvement Fair
	30th	Saturday	Buskers in the Burg
<b>October</b>	26th	Thursday	Historic Pub Crawl
	31st	Tuesday	Trick or Treat Harvest Fest & Haunted Driving Tour
<b>November</b>	4th	Saturday	Downtown Fall Clean Up
	9th	Thursday	Downtown Partner Gathering
	24th	Friday	Moments to Remember
<b>December</b>	25th	Saturday	Shop Local
	7th	Thursday	Holiday Girls Night Out

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# Volunteer Fair & Awards

**March 2nd**

**Come meet and greet the non-profit organizations in our community and find where your genius talents can be celebrated. Bring your neighbors, co-workers, community groups, friends to enjoy some refreshments and learn more! This event will be followed by our Annual award ceremony.**

## **Demographics:**

Local Adults and Students

**Attendance:** 200-600

## **Community Champion - \$500**

- Live mention with ECR Radio
- 6 weeks of Sponsor recognition on website, featuring your logo with hyperlink
- Logo on all marketing collateral, press releases, and social media
- Banner displayed at the event banner provided by the sponsor.

## **Refreshment In Kind Sponsor - \$250**

- Logo on all event collateral
- Recognition as sponsor on website, press releases and social media





# CWU Week of Welcome

**September 14-19**

Students, both existing and new, return to Ellensburg for the 2023 school year. During this time families and students adventure into downtown to learn more about the place they (or their children) will call home for 4+ years. The CWU week of welcome is designed to help CWU students and their families build connections to the Ellensburg Downtown Community.

## **Demographics:**

CWU students and their families

**Attendance:** undergraduate # in 2022-2023: 10k+

## **Community Champion- \$500**

- Featured as sponsor of digital coupon book
- Logo on all event collateral
- Recognition as sponsor on website, press releases and social media
- 6 weeks of Sponsor recognition on website, featuring your logo with hyperlink





# Downtown Spring/Fall Cleanup

**April 22rd and November 4th**

Groups and individuals participate in a community wide Spring & Fall Clean Up effort for downtown Ellensburg. This is a fun, popular event that event that keeps our downtown beautiful and builds community good will.

## **Demographics:**

Local Families and Students

**Attendance:** 400

## **Community Champion - \$500**

- 6 weeks of Sponsor recognition on website, featuring your logo with hyperlink
- Logo on all marketing collateral, press releases, and social media
- Banner displayed at the event banner provided by the sponsor.
- 10 x 10 Vendor space

## **Downtown Partner - \$300**

- Logo on all event collateral
- Recognition as sponsor on website, press releases and social media







# Ellensburg Make Music Day

## June 21st

**Sponsor registration deadline: May 21st**

June 21st International Music Day is celebrated in over 700 cities and 100 countries. Musicians of all ages take to the streets, sidewalks, and parks to play. Indoor and outdoor stages throughout Downtown Ellensburg are host to local bands playing music. Hundreds of local and regional participants come out to listen, dance, and join in making music.

### Stage Sponsor- \$500

- Banner on stage throughout the event
- Logo on all event collateral, press releases, and social media

### Downtown Partner - \$250

- Live mention with ECR Radio
- 6 weeks of Sponsor recognition on the website, featuring your logo with a hyperlink
- Logo on all marketing collateral, press releases, and social media

### Vendor - \$50

- 10X10 vendor space

### Demographics:

Local and Regional Musicians, Families, Music Enthusiasts

**Attendance:** 400





# Hoedown in Downtown

## August 30th

**Celebrate the sound of live music for the annual Hoedown in the Downtown! Dance in the streets and get in the spirit of the Ellensburg Rodeo and Kittitas Co. Fair. No cost to attend and a family friendly event!**

### **Dancing in the Streets - \$2000**

- Logo on stage banner
- Live stage mention
- Community Champion benefits

### **Demographics:**

Local and Regional Adults

**Attendance: 1000**

### **Beer Garden - \$1000**

- Logo featured at Beer Garden
- Opportunity for your team to serve (optional)
- Community Champion Benefits

### **Community Champion - \$500**

- Community Champion - \$500
- Live mention with ECR Radio
- 6 weeks of Sponsor recognition on website, featuring your logo with hyperlink
- Logo on all marketing collateral, press releases, and social media
- Banner displayed at the event banner provided by the sponsor.
- 10 x 10 Vendor space

### **Downtown Partner - \$300**

- 6 weeks of Sponsor recognition on website
- Logo on all event collateral, press releases and social media

### **Activity Sponsor - \$250**

- EDA Provides the activity, you provide the volunteers and market your business.

### **Vendor - \$50**

- 10X10 vendor space





# Buskers in the Burg

September 30th

**Buskers in the Burg returns to Downtown Ellensburg! Check out busking on the street corners, kids activities – craft table, bouncy toys, pumpkin painting, and more!**

## Community Champion - \$500

- Live mention with ECR Radio
- 6 weeks of Sponsor recognition on website, featuring your logo with hyperlink
- Logo on all marketing collateral, press releases, and social media
- Banner displayed at the event banner provided by the sponsor.
- 10 x 10 Vendor space

## Downtown Partner - \$300

- 6 weeks of Sponsor recognition on website
- Logo on all event collateral, press releases and social media

## Activity Sponsor - \$250

- EDA Provides the activity, you provide the volunteers and market your business.

## Vendor - \$50

- 10X10 vendor space

## Demographics:

Local and Regional Adults and Families

**Attendance:** 400





# Trick or Treat Harvest Fest

## October 31st

A spooktacular alternative to door-to-door trick or treating; a free, family-friendly Halloween celebration. Round up your little ghosts and goblins and creep through downtown collecting goodies from participating businesses.

### Community Champion - \$500

- Live mention with ECR Radio
- 6 weeks of Sponsor recognition on website, featuring your logo with hyperlink
- Logo on all marketing collateral, press releases and social media
- 10 x 10 Vendor space

### Downtown Partner - \$350

- 6 weeks of Sponsor recognition on website
- Logo on all event collateral, press releases and social media

### Activity Sponsor - \$250

- EDA Provides the activity, you provide the volunteers and market your business.

### Vendor - \$50

- 10X10 vendor space

### Demographics:

Local and Regional Families

**Attendance:** 500





# Moments to Remember

**November 24th**

A **FREE** family friendly event to kick off the holiday season! Great shopping deals and discounts during Plaid Friday shopping at participating local stores! Finish off the night with great performances and the annual tree lighting at Rotary Pavilion featuring Santa Claus!

## **Community Champion - \$500**

- Live mention with ECR Radio
- 6 weeks of Sponsor recognition on website, featuring your logo with hyperlink
- Logo on all marketing collateral, press releases and social media
- 10 x 10 Vendor space

## **Downtown Partner - \$300**

- 6 weeks of Sponsor recognition on website
- Logo on all event collateral, press releases and social media

## **Vendor - \$50**

- 10X10 vendor space

## **Demographics:**

Local and Regional Adults and Families

**Attendance:** 500





# Holiday Downtown Community Tree

Be apart of the Magic!

**November & December Annually**

Be part of this hometown holiday tradition as a founding member of our Ellensburg Community Holiday Tree sponsors. It's important to the Ellensburg community to have a special holiday tree to light up the night at the Moments To Remember event and throughout the holiday season. Each year there is a significant cost, in addition to the initial investment, to set up the tree. This is your chance to see your company featured in this special annual tradition.

## **Holiday Tower Tree- \$1000**

- Annual recognition on social media, website and at tree lighting event.
- Company name featured on Ellensburg Community Holiday tree plaque.
- Sponsor recognition at Moments To Remember Event.



Tree pictured is for example only



# Teddy Bear Tea

**December 2nd**

**Mrs. Claus is back for another year of stories, dancing, and teddy bears galore! Come dressed in your Sunday best for a light lunch, story time with Mrs. Claus (Bring your own Teddy Bear), craft time.**

## **Community Champion - \$500**

- Live mention with ECR Radio
- 4 weeks of Sponsor recognition on the website, featuring your logo with hyperlink
- Logo on all marketing collateral, press releases and social media.
- Banner displayed at event.

## **Downtown Partner - \$300**

- 4 weeks of Sponsor recognition on website
- Logo on all event collateral, press releases and social media

## **Craft Sponsor- \$50**

- Must provide craft and supplies.
- 4 weeks of Sponsor recognition on website
- Logo on all event collateral, press releases and social media

## **Demographics:**

Local and Regional Parents & Children

**Attendance: 50**





# Holiday Girl's Night Out

**December 7th**

**Grab your friends and take part in this evening of food, friends, fun, and fabulous deals. Stop by each participating location for a one of a kind shopping experience**

## **Demographics:**

Local and Regional Adults

**Attendance: 400**

## **Community Champion - \$350**

- Live video during the event
- 6 weeks of Sponsor recognition on website, featuring your logo with hyperlink
- Logo on all marketing collateral, press releases and social media

## **Bingo Card- Photo Op Sponsor- \$300**

- Be the official photo op space for the event with you company at the center of the bingo card.
- Receive over 150 visits to your location.

## **Downtown Host Location - \$25**

- 4 weeks of Sponsor recognition on website, press releases and social media







# Spring Girl's Night Out

April 27th, 2023

Grab your friends and take part in this evening of food, friends, fun, and fabulous deals. Stop by each participating location for a one of a kind shopping experience

## Demographics:

Local and Regional Adults

Attendance: 300

Life Of The Party- \$450 (limited space available)

- Receive all Community Champion level benefits plus the \$250 Bingo Space Sponsor (\$100 savings)

Community Champion- \$300

- Live video during event
- 4 weeks of sponsor recognition on EDA's website
- Your company logo on all collateral, press releases and social media

Official GNO Selfie Spot- \$250 (only one sponsor opportunity so commit quickly)

- See your business featured in the center of the bingo card (sponsor creates a branded selfie backdrop)

Bingo Space Sponsor- \$250 (limited space available)

- See your business featured on a bingo space

Downtown Host Location- \$25

- 4 weeks of recognition on EDA website, press releases and social media
- See your business featured on the shopping destination map highlighting your promotions
- Bring the party with special promotions, entertainment, and engaging activities





# Ellensburg Shop Local Contest

**November 25th - December 13th**

**Shop Local Contest - see your business featured as a retail, restaurant and service community supporter through the Ellensburg Shop Local program.**

## **Title Sponsor - \$1000**

- All \$750 level benefits plus:
- Ellensburg Community Radio live mention
- Shop Local Insta Live video with The Ellensburg Grinch on Plaid Friday- Nov 24th

## **Demographics:**

- Local and Regional Adults - Community Wide

## **Community Champion- \$750**

- All \$500 level benefits
- Press party host- see your business featured in a social media video as you count the cash for one lucky winner at your location

## **Downtown Partner - \$500**

- 6- week promotion featuring your logo with hyperlink on website and instruction pages for retailers and restaurants
- Logo on participant entry page Logo on all marketing collateral including Point of Sale instructional sheets for customers
- Individual social media post with photo and endorsement quote
- Mention in press release and social media 6 weeks of Sponsor recognition on website Logo on all marketing collateral Mention in press release and social media





# Ellensburg Night Market

Summer - June 21st, July 19th, August 16th

The Ellensburg Night Market is designed to bring the whole community together to support micro businesses in the heart of our downtown.

## Title Sponsor: \$1000

- All \$500 level benefits plus:
- Company name and branding on exclusive Night Market reusable shopping tote.

## Community Champion: \$500.00

- SM video reel highlighting your business on ENM IG.
- Your logo on all ENM flyers marketing collateral, press releases and social media.
- 3 months (June/ July/ August) of sponsor recognition on host organization websites, featuring your logo.
- 3 months (June/ July/ August) of sponsorship recognition on all related social media posts.
- Opportunity to display your logo/banner at all 3 (June 21st/ July 19th/ August 16th) Summer Night Markets.
- A 10x10 vendor space at 1 month of the 3 Summer Ellensburg Night Markets (optional).

## Downtown Partner: \$250.00

- Your logo on all ENM flyers marketing collateral, press releases and social media.
- 3 months (June/ July/ August) of sponsor recognition on host organization websites, featuring your logo.
- 3 months (June/ July/ August) of sponsorship recognition on all related social media posts.

## Demographics:

Local and Regional Adults, Children & Pets

**Attendance:** Community Wide



# Ellensburg Night Market

**Holiday Dates TBD**

**The Ellensburg Night Market is designed to bring the whole community together to support micro businesses in the heart of our downtown.**

**Title Sponsor: \$1000**

- All \$500 level benefits plus:
- Company name and branding on exclusive Night Market reusable shopping tote.

**Community Champion: \$500.00**

- SM video reel highlighting your business on ENM IG.
- Your logo on all ENM flyers marketing collateral, press releases and social media.
- 3 months (June/ July/ August) of sponsor recognition on host organization websites, featuring your logo.
- 3 months (June/ July/ August) of sponsorship recognition on all related social media posts.
- Opportunity to display your logo/banner at all 3 (June 21st/ July 19th/ August 16th) Summer Night Markets.
- A 10x10 vendor space at 1 month of the 3 Summer Ellensburg Night Markets (optional).

**Downtown Partner: \$250.00**

- Your logo on all ENM flyers marketing collateral, press releases and social media.
- 3 months (June/ July/ August) of sponsor recognition on host organization websites, featuring your logo.
- 3 months (June/ July/ August) of sponsorship recognition on all related social media posts.

**Demographics:**

Local and Regional Adults & Children

**Attendance:** Community Wide



# Ellensburg Night Market

**November 29th, December 6th, 13th, 20th**

**The ENM is designed to bring the whole community together to support micro businesses in the heart of our downtown.**

## **Gift Basket Sponsor: \$500 - 3 spots - Filled**

- All \$250 level benefits plus:
- Company name and branding on exclusive gift basket raffled off to a lucky night market attendee
- Social media video reel highlighting your business on ENM IG

## **Community Champion: \$250.00 - unlimited spots available**

- Your Logo on all ENM flyers marketing collateral, press releases, and social media
- 4 weeks (November 29th – December 20th) of sponsor recognition on host organization websites, featuring your logo
- 4 weeks (November 29th – December 20th) of sponsor recognition on all related social media posts
- Company banner displayed at night market (provided by company and optional)

## **Downtown Partner: \$100.00 - unlimited spots available**

- Your logo on all ENM Flyers marketing collateral, press releases and social media
- 4 weeks (November 29th – December 20th) of sponsor recognition on host organization websites, featuring your logo
- 4 weeks (November 29th – December 20th) of sponsor recognition on all related social media posts

## **Demographics:**

Local and Regional Adults & Children

**Attendance:** Community Wide