



EDA ELLENSBURG
DOWNTOWN
ASSOCIATION

Sponsorship Opportunities

2023



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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



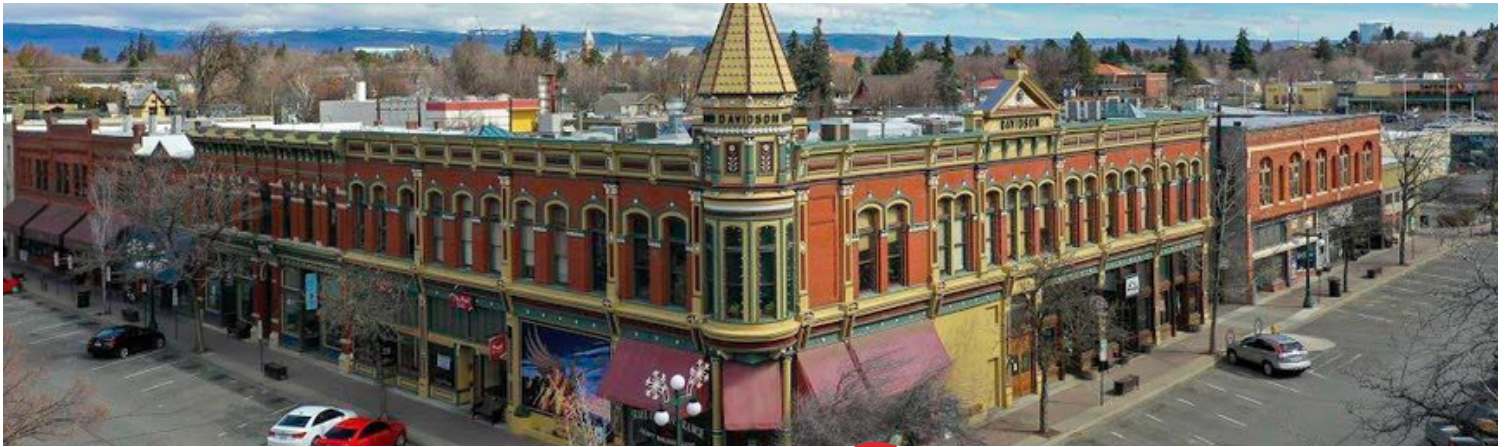
@ellensburgdowntown



509-962-6246



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Main Street Tax Credit

Did You Know You Can Keep Your Tax Dollars Local and Support the Economic Vitality of Downtown Ellensburg?

HOW DOES THE PROGRAM WORK?

- Beginning January 10th, each Main Street community can receive up to \$233,333.33 in pledge donations from local businesses like you. There are 36 Main Street communities competing for these funds on a first come, first serve basis.
- As a business, when you pledge to donate to the Ellensburg Downtown Association through the Washington Main Street Tax Credit Program, you will receive 75% of your donation back as a WA State B&O tax credit for 2023.
- Donate \$4,000? You'll get a \$3,000 credit. Your full pledged amount is also tax deductible, since the EDA is a 501(c)3 nonprofit. This means you are able to redirect your tax dollars back into our Historic Downtown - helping us in our mission to empower and preserve community by amplifying our economy and creating a sense of place for all.

HOW WILL DONATING BENEFIT YOUR BUSINESS?

- Keep your tax dollars here in Ellensburg. The Main Street Tax Credit program is a unique opportunity allowing businesses to choose to keep their B & O Tax dollars local and working in our community.
- The EDA has big goals for our downtown this year. Your financial involvement ensures that downtown Ellensburg continues to be a vibrant, thriving, attractive place to work and play for you, your employees and their families.
- When you pledge to donate to the Ellensburg Downtown Association through the Washington Main Street Tax Credit Program, you will receive 75% of your donation back as a WA State B&O tax credit the following year.
- Be a hometown hero! The EDA recognizes our donors on our website, at our Annual Meeting and through social media. Progress updates will show you how your donation is supporting the economic development, beautification, promotion and outreach for the downtown district.

PLEDGING IS EASY AND ONLY TAKES A FEW MINUTES

- Visit the WA Department of Revenue's www.dor.wa.gov to make your pledge.
- Step by Step instructions are available on our website at: Ellensburgdowntown.org/main-street-tax-credit/
- Before November 15th, make your donation payment of the pledged amount to the Ellensburg Downtown Association by mailing a check to 109 E. 3rd Ave Ellensburg, WA 98929.



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



2023 Calendar of Events

MONTH	DATE	DAY	EVENTS
March	2nd	Thursday	Volunteer Fair & Awards
April	22nd	Saturday	Downtown Spring Clean Up
May	10th	Wednesday	Merchant Gathering
	13th	Saturday	Children's Day Downtown
	18th	Thursday	Historic Pub Crawl
June	3rd	Saturday	Planter Day
	21st	Wednesday	Ellensburg Make Music Day
August	30th	Wednesday	Hoedown in the Downtown
September	14-19th	Thur-Tues	Week of Welcome (CWU)
	23rd	Saturday	Buskers in the Burg
October		Thursday	Historic Pub Crawl
	31st	Tuesday	Trick or Treat Harvest Fest
November	4th	Saturday	Downtown Fall Clean Up
			Merchant Gathering
	24th	Friday	Moments to Remember
	25th	Saturday	Shop Local
December	7th	Thursday	Holiday Girls Night Out



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

- Vendor Table
- Live Mention at event
- Logo on all event collateral
- Recognition as sponsor on website, press releases and social media

Refreshment In Kind Sponsor - \$250

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





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

- Vendor table or community banner
- Logo on all event collateral
- Recognition as sponsor on website, press releases and social media

Downtown Partner - \$300

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





Historic Pub Crawl

May 18th & October (Date TBD)

At the crossroads of mystery, murder, mayhem and more, lies the heart of downtown Ellensburg. Join us in a brand-new Historic Pub Crawl that will be a must for anyone in the community, whether staying overnight or being a lifelong resident. Visit historic establishments and fine watering holes in downtown Ellensburg. Learn tales of true crime, mysterious happens, unusual incidents, and what has occurred but most do not know. Surprise, surprise sometimes the truth is stranger – and more scandalous – than fiction! The Ellensburg Historic Pub Crawl is a partnership between the Ellensburg Downtown Association and the Kittitas County Historical Museum.

Demographics:

Local and Regional Adults

Attendance: 40

Community Champion - \$500

- Vendor Table or Banner
- Live Mention
- Logo on all event collateral
- Recognition as sponsor on website, press releases and social media

Downtown Partner - \$300

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





Ellensburg Make Music Day

June 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.

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 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: 400

Beer Garden - \$1000

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

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

Activity Sponsor- \$250

- Logo on all marketing collateral, press releases and social media

Vendor - \$50

- 10X10 vendor space





Buskers in the Burg

September 23rd

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
- 10 x 10 Vendor space

Demographics:

Local and Regional Adults and Families

Attendance: 400

Downtown Partner - \$300

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

Activity Sponsor - \$250

- Logo on all marketing collateral, press releases and social media

Puppet Sponsor - \$250

- Option to be part of the parade
- Logo on all marketing collateral, press releases and social media





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

Demographics:

Local and Regional Families

Attendance: 300

Downtown Partner - \$350

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

Vendor - \$50

- 10X10 vendor space





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





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





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 & Holiday - Dates TBD

The Ellensburg Night Market is a way for us to bring micro businesses together in the heart of downtown Ellensburg.

Downtown Partner: \$250

- 4 weeks of sponsor recognition on host organization websites, featuring your logo
- 4 weeks of sponsorship recognition on all related social media posts
- Opportunity to display your logo/banner at all 4 holiday night markets



Demographics:

Local and Regional Adults

Attendance: Community Wide