



2024

Sponsorship Opportunities

ELLENSBURG DOWNTOWN ASSOCIATION

EST. 2004



Washington State
MAIN STREET
PROGRAM



MAIN STREET
AMERICA®



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



It's nice to meet you



Tereas Chanes
Executive Director



Katie Holm
Director of Community Engagement

The Ellensburg Downtown Association is a proud member of Main Street America, a nationwide network dedicated to preserving and revitalizing historic downtown districts throughout the United States. Committed to fostering economic and cultural vibrancy, the EDA focuses on promotion, design, economic vitality, and organization to support a thriving downtown hub that warmly welcomes both residents and visitors. By strategically investing in our community's historic charm and modern vitality, we aim to create a dynamic and inclusive environment for all.

lets connect!



@ellensburgdowntown

@ellensburgnightmarket

Executive Board of Directors
Board President- Darren Reid (Cashmere Valley Bank)
Vice President- Dania Cochran (CWU)
Treasurer- Brooke Knight (Umpqua Bank)
Secretary- Sophie Wagner (Yakima Association of Realtors)



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.



BY THE NUMBERS  8.3k followers
 3,200 followers

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: programs@ellensburgdowntown.org



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2024 Ellensburg Downtown Association EVENT SCHEDULE



FEBRUARY 8TH- VOLUNTEER SPEED DATING

APRIL 20TH- DOWNTOWN SPRING CLEANUP

APRIL 25TH- SPRING GIRLS NIGHT OUT

MAY 4TH- PLANTER DAY

MAY 29TH- ANNUAL MEETING

JUNE 21ST- ELLENSBURG MAKE MUSIC DAY

AUGUST 28TH- HOEDOWN IN THE DOWNTOWN

TBD- DISCOVER DOWNTOWN DAY

SEPTEMBER 28TH- BUSKERS IN THE BURG

OCTOBER 31ST- TRICK OR TREAT HARVEST FEST

NOVEMBER 2ND- DOWNTOWN FALL CLEAN UP

NOVEMBER 29TH- MOMENTS TO REMEMBER

NOVEMBER 29TH-DECEMBER 17TH- SHOP LOCAL

DECEMBER 4TH- HOLIDAY GIRLS NIGHT OUT

SUMMER

JUNE 19TH

JULY 17TH

AUGUST 21ST

SEPTEMBER 18TH

HOLIDAY

DECEMBER 4TH

DECEMBER 11TH

DECEMBER 18TH

lets connect!



@ellensburgdowntown

@ellensburgnightmarket





Proposed Sponsorship Packages

Join us as a sponsor! Ellensburg Downtown Association hosts diverse events each season. Gain exposure to our vibrant community, boosting your brand's visibility. Event-specific pricing may be available and take advantage of discounts for multiple event sponsorships

Ellensburg Blue Sponsorship Package

- Silver Bolo and Pearl Snaps Sponsorship Benefits
- 10 sponsor posts on EDA social media with business tags
- 20 second social media video promoting your business
- Dedicated business highlight in EDA E Newsletter to use once throughout the calendar year

\$600

Silver Bolo Tie Sponsorship Package

- Pearl Snaps Sponsorship Benefits
- 10X10 Vendor Space at the sponsored event (where applicable)
- 5 sponsor posts on social media
- Live mention of your business on Ellensburg Community Radio

\$400

Pearl Snaps Sponsorship Package

- Logo placement on the official event website, partnering event pages and all printed collateral
- Banner (provided by company) advertised at event

\$200



Alternative Sponsorship Opportunities

As you stroll through town, you'll encounter a diverse array of additional initiatives crafted by the Ellensburg Downtown Association, all aimed at further enhancing and showcasing our cherished historic downtown area.

Unity Park Holiday Tree

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

\$1000

Planter Box Refurbishment Partner

- Business or community member's name on plaque adorned on planter box - plaque provided by the EDA.
- Two social media posts about your business and mention on our website.

\$1000

Street Corner Greenery Node

- Business or community member's name on a plaque at the node
- Join us in revitalizing our cherished downtown area! By sponsoring a node, you'll contribute to the creation of a stunning garden, a convenient pet potty station, or an engaging learning kiosk to showcase our heritage and culture.

\$1500+

Annual Historic Downtown Ellensburg Ornament

- Mentioned on all social media and collateral promoting the ornaments sale
- Honored at Moments to Remember kick off and closing ceremonies

\$1000

Signature Girls Night Out Shopping Bag

- Business logo displayed on limited edition reusable shopping bag given to the first 100 guests at Girls Night Out (Spring and Fall)
- Social media mention in promotion if the event

\$500



PLANTER BOXES



STREET CORNER GREENERY NODES



ANNUAL HOLIDAY ORNAMENT



Sponsorship Commitment

Company:

Contact:

Phone:

Email:

Date:

Opportunity	Level	Notes
Downtown Clean Up (Spring and Fall)		
Spring Girls Night Out		
Ellensburg Make Music Day ***		
Hoedown in the Downtown ***		
Discover Downtown Day		
Buskers in the Burg		
Trick or Treat Harvest Fest		
Moments to Remember		
Shop Local		
Holiday Girls Night Out		
Alt. Sponsorship Opportunities		
Multi-Event Sponsorship Discount		
		Estimated Total:

*** Event-specific sponsorship opportunities available

A digital agreement will be sent to the email above to confirm your sponsorship investment

Promotion begins once digitally signed agreement and payment are received



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Downtown Spring/Fall Cleanup

April 20th and November 2nd

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



Demographics:

Local Families and Students

Attendance: 400

Girl's Night Out

April 25th and December 4th

Event Description: 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: 750



Ellensburg Make Music Day

June 21st

Event Description: 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.

Demographics:

Local and Regional Musicians, Families, Music Enthusiasts

Attendance: 1000





Hoedown in Downtown

August 28th

Event Description: 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!

Demographics:

Local and Regional Adults

Attendance: 2000



Event Specific Investment Opportunities:

Dancing in the Streets - \$2000

- Logo on stage banner
- Live stage mention
- Ellensburg Blue Sponsorship benefits

Beer Garden - \$1500

- Logo featured at Beer Garden
- Opportunity for your team to serve (optional)
- Pearl Snap Sponsorship Benefits

Activity Sponsor - \$250

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



Buskers in the Burg

September 28th

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

Demographics:

Local and Regional Adults and Families

Attendance: 400



Trick or Treat Harvest Fest

October 31st

Event Description: 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.

Demographics:

Local and Regional Families

Attendance: 1200





Moments to Remember

November 29th

Event Description: 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 Unity Park featuring Santa Claus!

Demographics:

Local and Regional Adults and Families

Attendance: 750



Elensburg Shop Local Contest

November 29th - December 17th

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

Demographics:

- Local and Regional Adults
- Community Wide

***Top 3 Sponsors-** cash prizes awarded at place of business





Discover Downtown Day

TBD

Event Description: 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+



Ellensburg Night Market

Summer 2024 - June 19th, July 17th, August 21th, September 18th

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

Entertainment Sponsor: \$1000.00

- All \$500 level benefits plus:
- IG Reel highlighting your business on the ENM IG page
- Sponsorship recognition by entertainment at 4 months (June/ July/ August/September) Summer ENM.

Community Champion: \$500.00

- 4 months (June/ July/ August/September) of sponsor recognition on EDA's website, featuring your business name.
- 4 months (June/ July/ August/September) of sponsorship recognition on all related social media posts.
- Opportunity to display your logo/banner at all 4 months (June/ July/ August/September) Summer ENM.
- Your logo on all ENM flyers marketing collateral, press releases and social media 4 months (June/ July/ August/September)
- 4 months (June/ July/ August/September) of sponsorship recognition on all related social media posts.

CWU Entrepreneur Partner: \$250.00

- Opportunity to display your company banner at 4 months (June/ July/ August/September) Summer ENM CWU Entrepreneur Club vendor booth.
- Your logo on all ENM flyers marketing collateral, listing your business as the sponsor for the CWU Entrepreneur Club vendor booth.
- 4 months (June/ July/ August/September) of sponsorship recognition on each month's CWU Entrepreneur Club vendor highlight social media posts.

Demographics:

Local and Regional Adults, Children & Pets

Attendance: Community Wide

Sponsorship Deadline April 15th, 2024



Ellensburg Night Market

Holiday 2024 - December 4th, December 11th, December 18th

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- IG Reel highlighting your business on the ENM IG page
- Sponsorship recognition by entertainment at 4 months (June/ July/ August/September) Summer ENM.

Community Champion: \$500.00

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- Opportunity to display your company banner at 4 months (June/ July/ August/September) Summer ENM CWU Entrepreneur Club vendor booth.
- Your logo on all ENM flyers marketing collateral, listing your business as the sponsor for the CWU Entrepreneur Club vendor booth.
- 4 months (June/ July/ August/September) of sponsorship recognition on each month's CWU Entrepreneur Club vendor highlight social media posts.

Demographics:

Local and Regional Adults, Children & Pets

Attendance: Community Wide

Sponsorship Deadline September 30th, 2024