

# Building *Legacy*

## Legacy Partner Program

Formally the *Wayland Main Street Super Heroes Program*, our Legacy Partner Program seeks to establish high-level support and accountability with local organizations that are dedicated to the mission and goals of the Wayland Main Street Program. Legacy Partners are businesses, institutions, or organizations dedicated to philanthropic support of our program.

Wayland Main Street has made monumental strides over the last six years and is only gaining and momentum. With the growth of this program comes an increase in the need to diversify and increase financial support. Our Legacy Partners empower the program as a whole and increase Wayland Main Street's capacity, reach, level of services, and ultimately the overall revitalization of Downtown.

Our Legacy Partner Program starts with an initial tax-deductible contribution of \$5,000. These funds will support a number of initiatives including downtown façade improvements, streetscaping, business development and recruitment, historic preservation programming and education, volunteer development, downtown marketing, and general community development initiatives.

Your tax-deductible contribution comes with a number of long-term, year-round benefits including:

- Your organization's logo prominently displayed on the Downtown Wayland homepage.
- A dedicated Legacy Partner page on the Downtown Wayland website with exclusive content provided by your organization outlining why you support Wayland Main Street and highlighting key aspects of your organization.
- Link to your business on the Downtown Wayland website.
- Your organization featured in the Wayland Main Street newsletter on an annual basis.
- Exclusive invitation and access to Main Street events.
- Organization listed on Legacy Partner board at events.
- Recognized in social media campaigns on a quarterly basis.
- Complimentary Wayland Main Street water bottle.
- Endless opportunities to celebrate in the success of effective downtown revitalization efforts.

