
Three vertical lines of varying shades of green are positioned on the left side of the page.

Wayland Main Street
**SPONSORSHIP
OPPORTUNITIES**

A large, solid orange circle is located in the bottom right corner of the page.

2024 Wayland Main Street

Help revitalize Wayland Main Street

What are the benefits of sponsoring Wayland Main Street Events? By sponsoring, your brand will enjoy visibility before thousands of attendees while demonstrating support for the continued growth of our commercial and cultural district.

Your sponsorship also helps fund Wayland Main Street's year-round revitalization efforts, not just the seasonal events and festivals.

Interested in sponsoring? We offer two sponsorship options: the first is an "All Year, All Events" package that guarantees exposure at all events throughout the year. The second is an A-La-Carte sponsorship, allowing your company to select an event item that best aligns with your brand.

Event Calendar

- Cocktail and Appetizer Trail - Second Friday January - May
- Chocolate Walk - Day After Valentines
- Everybody's Irish - St. Patrick's Day Weekend
- Easter Egg Hunt - The Saturday before Easter
- Bike Night - Every third Wednesday May through October
- Summerfest - Second Saturday in June
- Farmers Market - Every Tuesday and Saturday in June thru October
- Sunday Funday Food Trucks - Every Sunday June - September
- Sidewalk Chalk Day - The last Tuesday in June
- Comedy Nights - Last three Fridays of June
- Music on Main - Last three Wednesdays in July
- Block Party - First Tuesday in August
- Movies After Dark - Second and Third Thursdays in August
- Ladies on Main - September
- Monster Mash - Last Saturday in October
- Craft Market - Second Saturday in November
- Snowfest - First Saturday in December



2024 Wayland Main Street

Event Descriptions

Cocktail and Appetizer Trail | EXPLORE RESTAURANTS!

Experience the diverse culinary scene in Wayland by partaking in our passport book program. Each month, we'll introduce new and exciting drinks and eats at participating restaurants. Don't miss out on the chance to win fantastic Wayland swag by sampling the monthly specials.

Chocolate Walk | SWEET TREAT!

Check out Wayland's businesses and try new chocolate treats. Local businesses will have specialty chocolates for all participating customers can taste while exploring Wayland's downtown.

Everybody's Irish | CELEBRATE CULTURE!

Gather downtown Wayland for music, drinks, games and MORE! Wear green and all your St. Patrick Day gear.

Easter Egg Hunt | FUN FOR KIDS!

Businesses will hide Easter eggs for a city-wide Easter egg hunt downtown. Come meet the Easter bunny for photos and stay for the games and community.

Farmer's Market | SUPPORT FARMERS!

Supporting local farmers and artists is important, and from June-October the Wayland Farmers Market gives residents the chance to support the local economy and get some delicious produce! The market is every Tuesday and Saturday at the City Park in Wayland.

Summerfest | KICKOFF SUMMER!

This summer celebration brings the whole community together for live music, local artists, kid's activities, food trucks, a car show, a bean bag tournament, a Rib BBQ cookoff, and so much more! This is Wayland Main Street's largest event and brings the biggest crowds of the year to downtown Wayland!

Sunday Funday Food Trucks | TASTE NEW FOODS!

Different food trucks will gather downtown Wayland on Sundays in the summer to serve food to Wayland residents. Come down and try new foods or taste your favorites.

Comedy Nights | LAUGH WITH YOUR NEIGHBORS!

We will bring in comedians from West Michigan for a night of fun. Bring a chair, grab a social drinks and laugh with the community.

Music on Main | DANCE IN THE STREETS!

We will close the streets and bring the stage downtown for a night of dancing in the streets!

Block Party | MEET YOUR NEIGHBORS!

Come and meet your neighbors and local law enforcements! We will have a foam party and a DJ plus vendors and games!



2024 Wayland Main Street

Event Descriptions

Sidewalk Chalk Day | ENJOY ART!

Bring your family to Downtown Wayland to transform our city into an art canvas. There will be a special guest and free chalk for all participants.

Movies After Dark | FAMILY FRIENDLY ENTERTAINMENT!

This free outdoor movie showing is a great activity for families throughout the community and happens two Thursdays in August. Families from all around come out to enjoy this community entertainment held in Wayland City Park.

Ladies on Main | DISCOVER TRENDS!

Fashion designs and beauty trends come and go, but one thing that's always in style is girlfriends having great times together. Ladies on Main is a night on the town in honor of our local gals, with specials throughout downtown Wayland.

Monster Mash | HALLOWEEN FUN!

Downtown Wayland transforms into a mystical realm for Halloween, with decorations, music, and trunk-or-treating. Eerie costumes and interactive designs compete for the best in show. Vendors selling spooky items line the streets with food trucks and MORE!

Harvest Market | SHOP LOCAL!

The Harvest Market brings in hundreds of guests from around the area for a day of shopping. The space gets filled with artisan crafts and produce!

Snowfest | EMBRACE TRADITION!

Downtown Wayland is transformed into a festive winter wonderland. There are free family-friendly activities including strolling carolers, musicians, an annual Christmas tree lighting, and much more!



2024 Wayland Main Street

One sponsorship - All events, all year long!

GOLD SPONSOR | \$7,500

- Ensure that companies are listed on the Sponsorship page of Downtown Wayland's website throughout the year.
- Express gratitude through a group thank you message on social media before each event.
- Provide social media recognition during the events.
- Display a large logo on a banner at all Wayland Main Street events.
- Display a large logo on the event poster.
- Allocate vendor space when applicable.

PLATINUM SPONSOR | \$5,000

- Ensure that companies are listed on the Sponsorship page of Downtown Wayland's website throughout the year.
- Express gratitude through a group thank you message on social media before each event.
- Provide social media recognition during the events.
- Display a medium logo on a banner at all Wayland Main Street events.
- Display a medium logo on the event poster.
- Allocate vendor space when applicable.

BRONZE SPONSOR | \$2,500

- Ensure that companies are listed on the Sponsorship page of Downtown Wayland's website throughout the year.
- Express gratitude through a group thank you message on social media before each event.
- Provide social media recognition during the events.
- Display a small logo on a banner at all Wayland Main Street events.
- Display a small logo on the event poster.
- Allocate vendor space when applicable.



2024 Wayland Main Street

Summerfest Sponsor Options

TITLE EVENT SPONSOR OPPORTUNITIES

By selecting a title event sponsorship, you will receive recognition before and during the event.

CAR SHOW | \$1,500

Includes: Sponsorship of the band, activities, decoration, trophies and vendor space.

WILDCAT COLOR RUN| \$1,500

Includes: Sponsorship of the t-shirts and vendor space.

MAIN BAND SPONSOR | \$1,500

Includes: a Special Thank You to your company before the band performance and vendor space.

ITEMIZED SPONSORSHIP OPPORTUNITIES

When you sponsor an item from below, your logo will be on the sign in front of every activity and you will be recognized social media before the event.

PHOTO BOOTH | \$300

DUNK TANK | \$250

LIVE ENTERTAINMENT| \$500

PETTING ZOO | \$500

LITTLE MISS AND MISTER | \$300

STREET PERFORMERS | \$250

KIDS ACTIVITIES AREA | \$150

EATING CONTEST | \$300

TEEN ACTIVITY AREA | \$125



2024 Wayland Main Street

Snowfest Sponsor Options

TITLE EVENT SPONSOR OPPORTUNITIES

By selecting a title event sponsorship, you will receive recognition before and during the event.

DECORATIONS | \$1,500

Includes: Christmas lights and decorations on all Main Street light poles.

LARGE KIDS ACTIVITY | \$1,000

Includes: A main kids activity such as a blowup snow globe or large attraction.

ITEMIZED SPONSORSHIP OPPORTUNITIES

When you sponsor an item from below, your logo will be on the sign in front and you will get social media recognition.

COMMUNITY ACTIVITIES | \$500

SANTA | \$200

ICE SCULPTURE | \$400

TREE STAR | \$200

DICKINSON CHARACTERS | \$500

TREE LIGHTS | \$500

MUSICIAN | \$500

WOOD SCULPTURE | \$250

CARICATURES | \$250

LIVE ART OF SPONSORS CHOICE | \$500



2024 Wayland Main Street

Farmers Market Sponsoring Options

TITLE EVENT SPONSOR OPPORTUNITIES

By selecting a title event sponsorship, you will receive recognition before and during the event.

BANNERS| \$800

Includes: All banners for the Farmers Market displayed at all Farmers Market's.

MARKET MANAGER'S BOOTH | \$500

Includes: Booth, tables and other items for the Market Mangers booth.

ADVERTISEMENT| \$600

Includes: Signs placed around town and additional advertisements such as event calendars, radio, print, etc.

WAYLAND FARMERS MARKET MERCHANDISE | \$800

Includes: Selection of a merchandise item of your choosing to have the Wayland Farmers Market and your company logo on.

ITEMIZED SPONSORSHIP OPPORTUNITIES

When you sponsor an item from below, your logo will be on the sign in front and you will get social media recognition. Each item is for one week of your choosing.

LIVE MUSIC | \$500

CARICATURES| \$250

KID'S ACTIVITES| \$125

PETTING ZOO| \$250

POPCORN PER WEEK | \$150



2024 Wayland Main Street

Additional Events Sponsor

TITLE EVENT SPONSOR OPPORTUNITIES

Group thank you on social media before each event

COCKTAIL TRAIL AND APPETIZER TRAIL | \$500

Includes: The Passport book with company logo

CHOCOLATE WALK | \$250

Includes: Specialty items that displays your logo at the event or chocolates at a location of your choice.

EVERYBODY'S IRISH | \$500

Includes: A band or game for the event.

EASTER EGG HUNT | \$500

Includes: Hiring of the Easter Bunny with your logo on display next to the photo space.

SUNDAY FUNDAY FOOD TRUCKS | \$800

Includes: Special promotional items for visitors

COMEDY NIGHTS (ONE DAY) | \$800

Includes: Hiring the comedians for the night.

SIDEWALK CHALK DAYS (ONE DAY) | \$450

Includes: Sidewalk chalk for residents to use and hiring of a special guest.



2024 Wayland Main Street

Additional Events Sponsor

TITLE EVENT SPONSOR OPPORTUNITIES

Company Logo or Name & link on Sponsorship page on Downtown Wayland website. Group thank you on social media before each event

MUSIC ON MAIN (ONE DAY) | \$600

Includes: Music for the day of your choice.

BLOCK PARTY | \$500

Includes: DJ, games or foam party

MOVIES AFTER DARK (ONE DAY) | \$450

Includes: Purchase of movie license.

LADIES ON MAIN | \$500

Includes: Goodie bags for all ladies or special street performers.

MONSTER MASH | \$500

Includes: Hiring of the DJ, candy for kids or decorations.

HARVEST MARKET | \$500

Includes: Signage and goodie bags for visitors.



2024 Wayland Main Street

Co-Partnering Events Sponsor Options

WHAT IS CO-PARTNERING AN EVENT

Co-Partnering with Downtown Wayland Main Street allows your organization or company to plan a city wide event. This will include free access to the stage, street closures, and more. If this seems like something you would like to learn more about, let's talk!

Organization: _____

Contact Person: _____

Address: _____

Telephone: _____

Email: _____

Please note that all events must be approved before hand by DDA Director and/or City Counsel.



2024 Wayland Main Street

Sponsorship Contact Form 2024

Yes, we would like to support Wayland and the Main Street program at the following sponsorship level.

- GOLD SPONSOR
- PLATINUM SPONSOR
- BRONZE SPONSOR

Yes, we would like to support Wayland and the Main Street program with the following sponsorship opportunity.

- Title Event Sponsor Opportunities

Item(s): _____

- Itemized Sponsorship Opportunities

Item(s): _____

Organization: _____

Contact Person: _____

Address: _____

Telephone: _____

Email: _____

Please send this information to Wayland City Hall via email, mail or drop off. We will contact you to discuss further details of sponsorship.

Wayland Main Street
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