



DOWNTOWN
WAYLAND
This is the Way!

2026

SPONSORSHIP OPPORTUNITIES

DOWNTOWN WAYLAND





WELCOME TO

DOWNTOWN WAYLAND

Wayland Main Street organizes and implements a holistic revitalization program for Downtown Wayland. We are friends and neighbors pulling together in a grassroots organization powered by community businesses, property owners, employees, volunteers, residents, and visitors of all ages. We are building a legacy by encouraging and catalyzing preservation, investment and development. We are hometown folks celebrating a place by bringing people together for special events, promoting awareness, involvement, and instilling pride in Wayland.

Why should your business sponsor Wayland Main Street Events? By sponsoring these events, your brand will gain exposure to thousands of attendees and will be associated with the growing success of our commercial and cultural district.

In addition to supporting entertaining festivals and community events, your sponsorship also contributes to Wayland Main Street's ongoing revitalization efforts. As a sponsor, your business will be showcased on a professionally designed banner displayed at all events.

There are two ways to sponsor: an all-encompassing, year-round sponsorship that provides exposure throughout the year, or an a la carte option where you can choose to sponsor specific activities at the events and receive special recognition during those activities.

Gratefully,

Holli McPherson
Executive Director
Wayland Main Street



SUMMERFEST

KICKOFF SUMMER

EVENT DETAILS

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, and so much more! This is Wayland Main Street's largest event and brings the biggest crowds all weekend long to downtown Wayland!

AUDIENCE

- 3,624 visitors to Wayland Main Street during Summerfest's main day in 2023
- 2.7x visits than the average Saturday in June 2023 between 9am - 10pm
- 1+ hour spent in the district by 67% of visitors on June 10th, 2023

DATES

The second weekend of June starting Friday night with a concert and foam party, Saturday with events downtown and the Car Show in the City Park, and ending Sunday morning with Newlife Church service in the streets.

SPONSORSHIP LEVELS

Car Show | \$1,500

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

Main Band Sponsor | \$1,500

- Includes: A Special thank you to your company before the band performance and vendor space.

- Photo booth | \$300
- Live Entertainment | \$500
- Little Miss and Mister | \$300
- Street Performers | \$250
- Eating Contest | \$300
- Princesses | \$500

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





MONSTER MASH

HALLOWEEN FUN

EVENT DETAILS

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!

AUDIENCE

4,344 visitors to Wayland Main Street during Monster Mash on 2023

DATES

The last Saturday of October from 5pm-9pm

SPONSORSHIP LEVELS

Trunk-or-Treat | \$1,000

- Includes: Sponsorship of the Trunk-or-Treat with logo on poster, and signage

Haunted Maze | \$1,000

- Includes: Sponsorship of the Haunted Maze with signage at the maze and a special thank you on stage.

- Decorations | \$500
- Street Performers | \$500
- Kids Activities | \$300

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



SNOWFEST

EMBRACE TRADITION

EVENT DETAILS

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!

AUDIENCE

1,400 visitors to Wayland Main Street during Snowfest on 2023

DATES

The first Saturday of December downtown Wayland from 5pm-9pm.

SPONSORSHIP LEVELS

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, kid train rides, or large attraction.

- Dickinson Characters| \$500
- Musician | \$500
- Santa| \$200
- Tree Star | \$200
- Tree Lights | \$500
- Activity of Sponsors Choice | \$500

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



EVENT DETAILS

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!

AUDIENCE

1,500 visitors to Wayland Main Street during Block Party 2025

DATES

The first Tuesday of August
downtown Wayland from 5pm-9pm.

SPONSORSHIP LEVELS

Large Kids Activity | \$1,000

- Includes: A main kids activity such as a blowup snow globe, kid train rides, or large attraction.

Bike Parade | \$500

- Includes: Decoration booth at bike parade start line and a raffle for a new bike donated by your company

- Kids DJ | \$300
- Small Kids Activity | \$300
- Activity of Sponsors Choice | \$500

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



FARMERS MARKET

SUPPORT LOCAL

EVENT DETAILS

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

AUDIENCE

Saturdays there is an average of 150-200 people.

Wednesdays there is an average of 50-100 people.

DATES

May-October on Wednesday (3pm-7pm) and Saturday (9am-1:30pm)

SPONSORSHIP LEVELS

Signage & Promo | \$800

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

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.

Advertisement | \$600

- Includes: Billboard on the highway with logo and additional advertisements such as event calendars, radio, print, etc.

- Live Music | \$200
- Kid's Activities | \$200
- Popcorn per Week | \$100
- Face Painting | \$300





OTHER EVENTS

EXPLORE WAYLAND

VISITOR PROFILE

Visits to Wayland Main Street come from households that can be classified into one of five psychographic profiles:

- Thriving Boomers - 14.2% of visits
"Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes"
- Family Union - 13.7% of visits
"Middle income, middle-aged families living in homes supported by solid bluecollar occupations"
- Booming with Confidence - 11.1% of visits
"Prosperous, established couples in their peak earning years living in suburban homes"
- Suburban Style - 10.2% of visits
"Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes"
- Promising Families - 9.5% of visits
"Young couples with children in starter homes, living child-centered lifestyles"

EVENT ANALYSIS

- 4,435 residents of Wayland City, Michigan (U.S. Census Bureau, 2020)
- 100.3K visitors, number of visitors to Wayland Main Street in 2023
- 23 Visitors per residents
- 471.2K visits to Wayland Main Street in 2023
- About 13% of all visitors to Wayland Main Street come from Wayland's ZIP code, 49348. These visitors account for 35.2% of all visits to the district.

VISIT TRENDS

Since the start of the COVID-19 pandemic, visits to Wayland Main Street have not only increased, but surpassed the annual visit counts for years prior to the pandemic. 2023 was the busiest year since at least 2017 and had nearly 13% more visits than 2022. In 2022, the annual visit count stayed similar to 2021, but dipped by 0.8%.



ONE SPONSORSHIP

ALL EVENTS, ALL YEAR

SPONSORSHIP LEVELS

Gold Sponsor | \$7,500

- Top logo on sponsorship page/footer of Downtown Wayland's website
- Express gratitude at all events.
- Provide social media recognition during the events.
- Top logo at all Wayland Main Street events.
- Top logo on the event poster.
- Allocate vendor space when applicable.

Platinum Sponsor | \$5,000

- Medium logo on sponsorship page/footer of Downtown Wayland's website
- Express gratitude at all events.
- Provide social media recognition during the events.
- Medium logo at all Wayland Main Street events.
- Medium logo on the event poster.
- Allocate vendor space when applicable.

Bronze Sponsor | \$2,500

- Small logo on sponsorship page/footer of Downtown Wayland's website
- Express gratitude at all events.
- Provide social media recognition during the events.
- Small logo at all Wayland Main Street events.
- Small logo on the event poster.
- Allocate vendor space when applicable.



ONE SPONSORSHIP INFORMATION

SPONSORSHIP

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

- ☐ GOLD SPONSOR
- ☐ PLATINUM SPONSOR
- ☐ BRONZE SPONSOR
-
- ☐ TITLE EVENT SPONSOR OPPORTUNITIES
- Item(s): _____
- _____
- _____
-
- ☐ ITEMIZED SPONSORSHIP OPPORTUNITIES

Item(s): _____

INFORMATION

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
Holli McPherson - Executive Director
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Wayland, MI 49348
(269) 525-2323
director@downtownwayland.com



JOIN US IN REVITALIZING DOWNTOWN WAYLAND

OUR MISSION

By strengthening connections between City government, businesses, and area citizens, the Wayland Main Street Downtown Development Authority exists to improve the infrastructure and aesthetics of the district, facilitate the revitalization or reclamation of historic downtown buildings, and foster a successful business environment within the city.

OUR VISION

Downtown Wayland will be a diverse retail community. Our business district will include specialty, niche shops that provide unique experiences and unparalleled service to customers. Stores will maintain consistent hours, including evenings and weekends, which will meet the needs of area residents and visitors. The retail environment will be enhanced by various high quality eateries and restaurants. These specialty food establishments will assist in bringing consumers downtown to eat and shop during all hours of the day.

ADDITIONAL OPPORTUNITIES TO SUPPORT OUR INITIATIVES

[Make a Donation](#)

[Make an In-Kind Donation](#)

[Volunteer](#)

