
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.



# 2023 Wayland Main Street

## Help revitalize Wayland Main Street

Why sponsor Wayland Main Street Events? As a sponsor, your brand will reach thousands of event attendees as a Wayland Main Street supporter and link your business with the growing success of our commercial and cultural district.

Your sponsorship helps support more than just fun festivals and community events in Downtown Wayland - it supports the organization's year-round downtown revitalization efforts as well. All sponsors will be listed on a professionally designed banner and will be exhibited at all events.

How can you sponsor? There are two different ways to help downtown Wayland. One is the "All Year, All Events" sponsorship that will give your company exposure at all events though out the year. The second is A-La-Carte sponsorship. Your company can pick an event item that best identifies with your brand.



# 2023 Wayland Main Street

## Event Descriptions

### Farmer's Market | CELEBRATE LOCAL!

Supporting local farmers and artists is important, and from June-October the Main Street 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 | CELEBRATE 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!

### Sidewalk Chalk Days | CELEBRATE ART!

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

### Movies After Dark | CELEBRATE ENTERTAINMENT!

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

### Ladies on Main Street | CELEBRATE WOMEN!

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 Street is a night on the town in honor of our local gals, with specials that are offered throughout downtown Wayland.

### Art Hop | CELEBRATE CHRISTMAS!

Downtown Wayland is transformed into a festive winter wonderland, showcasing local artists in downtown businesses. There are also free family-friendly activities including wagon rides, strolling carolers, musicians, an annual Christmas tree lighting, and much more!

### Monster Mash | CELEBRATE HALLOWEEN!

Downtown Wayland becomes a spooky place for all our monsters (big and little) to enjoy the holiday! Decorations cover the sidewalks and streets close for kids' activities. A DJ plays Halloween favorites and people dance in the streets.

### Oktoberfest | CELEBRATE CULTURE!

For the first time, Downtown Wayland will be celebrating Oktoberfest! All the restaurants will change to a German Hall and Wayland will be decorated with Oktoberfest-themed items. Games such as stein holding, Dachshund racing, and more will keep the night filled with surprises and fun. A German announcer and band will lead the residents through the night.

### Harvest and Holiday Markets | CELEBRATE CRAFTS!

Located at NewLife Church, the Harvest and Holiday Markets bring in hundreds of guests from around the area for a day of shopping. The space gets filled with artisan crafts and produce!



# 2023 *Wayland Main Street*

## Event Calendar

SUMMERFEST | JUNE 9TH THRU THE 11TH

SIDEWALK CHALK DAYS | TUESDAY NIGHTS IN JULY

MOVIES AFTER DARK | FIRST THREE THURSDAYS IN AUGUST

LADIES ON MAIN | START OF SEPTEMBER

OKTOBERFEST | END OF SEPTEMBER

MONSTER MASH | OCTOBER

HARVEST MARKET | NOVEMBER

ART HOP | FIRST WEEKEND IN DECEMBER

HOLIDAY MARKET | DECEMBER

FARMERS MARKET - AT THE CITY PARK EVERY THURSDAY (NOON-6PM)  
AND SATURDAY (9AM-2PM)



# 2023 Wayland Main Street

**One sponsorship - All events, all year long!**

## GOLD SPONSOR | \$7,500

- Companies listed on Sponsorship page of Downtown Wayland's website year-round.
- Group Thank You on social media before each event.
- Social media recognition during events.
- Special Sponsor Sign at all Wayland Main Street gatherings and functions.
- Company logo on event web page, poster, marketing literature, on banners, and t-shirts (when applicable)
- Company logo on Downtown Wayland's website home page Wayland's website with link to website.
- Vendor space (when applicable)

## PLATINUM SPONSOR | \$5,000

- Companies listed on Sponsorship page of Downtown Wayland's website year-round.
- Group Thank You on social media before each event.
- Social media recognition during events.
- Special Sponsor Sign at all Wayland Main Street gatherings and functions.
- Company logo on event web page, poster, marketing literature, on banners, and t-shirts (when applicable)
- Vendor space (when applicable)

## BRONZE SPONSOR | \$2,500

- Companies listed on Sponsorship page of Downtown Wayland's website year-round.
- Group Thank You on social media before each event.
- Social media recognition during events.
- Special Sponsor Sign at all Wayland Main Street gatherings and functions.
- Company name on event web page, poster, marketing literature, on banners, and t-shirts (when applicable)
- Vendor space (when applicable)



# 2023 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.

### 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

WILDCAT HALF  
MILE COLOR RUN | \$250

STREET PERFORMERS | \$250

KIDS ACTIVITIES AREA | \$150

FRIDAY MOVIE NIGHT | \$450

TEEN ACTIVITY AREA | \$125



# 2023 Wayland Main Street

## Art Hop Sponsor Options

### TITLE EVENT SPONSOR OPPORTUNITIES

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

WAGON RIDES | \$1,000

Includes: Space for tractor and tailor, pre-set map of space, food vouchers for drivers and helpers.

DECORATIONS | \$1,500

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

### 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.

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





# 2023 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



# 2023 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

#### SIDEWALK CHALK DAYS (ONE DAY) | \$450

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

#### MOVIES AFTER DARK (ONE DAY) | \$450

Includes: Purchase of movie license.

#### LADIES ON MAIN | \$500

Includes: Goodie bags for all ladies, sponsored guest and decorations for the streets.

#### OKTOBERFEST | \$1,500

Includes: Hiring of the band and announcer, supplies, and decorations.

#### MONSTER MASH | \$500

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

#### HARVEST AND HOLIDAY MARKETS | \$500

Includes: Signage and goodie bags for visitors.



# 2023 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.



# 2023 Wayland Main Street

## Sponsorship Contact Form 2023

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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