

2018

**OXFORD
MAIN STREET**

**SPONSORSHIP
OPPORTUNITIES**



DOWNTOWNOXFORDPA.ORG

PROGRESS THROUGH PARTNERSHIP

OUR MISSION



OMI serves as a catalyst to unify and collaborate with supporting organizations to promote and foster economic growth and stability within Oxford's Business Improvement District (BID) and surrounding area, while preserving Downtown Oxford's rich historic and cultural identity. We are committed to improving the quality of life for residents and visitors by making Downtown Oxford a more attractive and enjoyable place to live, work, play and shop.

OMI embraces our community's rich history, celebrates our memories and provides a platform for businesses, residents and visitors to uncover the beauty of the historic downtown. From large community events to revitalization programs, OMI strives to create a sense of place for its residents, businesses and guests.

OUR VISION



Oxford Mainstreet is actively seeking additional restaurants, boutiques, retailers, professional offices and market rate housing options to further enhance the downtown. Downtown Oxford supports niche markets – by strategically placing businesses in locations that will benefit from the affordable, visible spaces, Oxford Mainstreet is revitalizing the heart of Downtown Oxford.

By preserving historic charm, fostering growth, promoting a sense of community and improving image, Oxford will continue to develop into an attractive location for investors, property owners, business owners and residents, and become a destination point for visitors.

JOIN US

PROGRESS THROUGH PARTNERSHIP

Oxford Mainstreet Inc. (OMI) is proud to invite you to take advantage of sponsorship opportunities in Historic Downtown Oxford. Your sponsorship not only provides your company with exposure in the community but also supports our organization's core mission and vision.

OUR COMMUNITY



Oxford Mainstreet serves a diverse community of business owners, residents, and visitors. With a 60,000 population in the surrounding communities. First Friday events draw between 1,500 - 6,000 in attendance with the Car Show and Country Christmas being the largest events.



WEBSITE & E-MAIL RECOGNITION

- OMI's website which receives an average of 8,000 first time visitors per month.
- Monthly e-blasts to 3,500 recipients with triple the industry average open rate.

SOCIAL MEDIA RECOGNITION

We have over 5,100 fans on Facebook and growing. Our average post reaches over 2,000. We also promote on Instagram (1,500 followers and growing), Twitter and LinkedIn.

KIOSK RECOGNITION

Two town kiosks are located on South Third Street, the main thoroughfare through Oxford's Historic Downtown. One side is dedicated to a Downtown Directory with OMI sponsors and the other three-sides promote up-coming events and programs. More than 30,000 travelers pass by the kiosks each day.



SEPTEMBER'S FIRST FRIDAY CAR SHOW



PRESENTING SPONSOR \$10,000

- Event will use your branding in name. "Company Name presents First Friday Car Show"
- MC the show and product sampling during band breaks
- Logo and link on this year's promo video
- Name and Logo included in all promotional advertisements
- Full page ad in the Program Book
- Sponsor name mentioned throughout the night by MC
- One complimentary RC Car
- Two VIP Show Car Parking Spots
- Name engraved on the first, second and third place Best of Show car show trophies
- Prime Vendor Space
- Merchandise include in all registered vehicle packets
- Plus, all Event Sponsor benefits

PIT ROW SPONSOR \$5,000

- Pit Row includes the RC Track, Food Court, and other attractions.
- Named Area – The "Company Name Pit Row"
- Banners hung at Pit Row entrance
- 3/4-page ad in the Program Book
- Sponsor name mentioned throughout the night by MC
- One complimentary RC Car
- One VIP Show Car Parking Spot
- Prime Vendor Space
- Merchandise include in all registered vehicle packets
- Plus, all Event Sponsor benefits

Over 5,000 attendees fill the streets for this family fun event. Featuring awesome hot rods, classic and antique cars, bikes, trucks, vendors, car-centric activities and live music!

September 7, 2018; 4pm - 8pm



MAIN STAGE SPONSOR \$2,500

- Named Stage – The “Company Name Main Stage”
- Banner hung at Main Stage
- 1/2-page ad in the Program Book
- Sponsor name mentioned throughout the night by MC
- One Show Car Parking Spot
- Prime Vendor Space
- Plus, all Event Sponsor benefits

WINNERS CIRCLE \$1,500

- Banner hung in the 2018 Winner’s Circle
- Name engraved on the first, second and third place Best of Show car show trophies
- 1/4- page ad in the Program Book
- One Show Car Parking Spot
- Prime Vendor Space
- Plus, all Event Sponsor benefits

EVENT SPONSOR \$250

- Your promotional items in VIP swag bags
- Your logo included on all web promotions
- Your logo on display during the event
- Your company mentioned by the MC throughout the night
- Website, social media, and email recognition

RC CAR SPONSOR \$500

- Your logo on one of 8 Remote Control cars that will race on the RC Track from 4:00pm – 8:00pm
- Company name will be called out during the races (just like they do at a race car track)
- Company name mentioned by the MC every time he announces the RC Car track
- 1/8- page ad in the Program Book
- One Show Car Parking Spot
- Plus, all Event Sponsor benefits

PROGRAM BOOK RATES

- Full Page Ad - \$850
- 3/4-Page Ad - \$650
- 1/2-Page Ad - \$450
- 1/4-Page Ad - \$250
- 1/8-Page Ad - \$150

HAVE ANOTHER IDEA

If the proposed sponsorship levels don’t quite work for you, let’s make a custom package that fits your needs.

FIRST FRIDAY



This family-friendly evening features a street-fair with your favorite local merchants, vendors, food, and more!

Every First Friday
May, June, July, August,
October, November
6pm - 9pm

2018 FIRST FRIDAY THEMES

- May 4: Comics & Heroes
- June 1: Under the Boardwalk
- July 6: Red, White & Blues
- August 3: The Connective Opener
- October 5: Wine & Dine
- November 2: Twilight & Tractors

EVENT SPONSOR FOR THE SIX FIRST FRIDAYS* \$300

- Name and/or logo included in print, web and email promotions
- Vendor space at each First Friday
- Logo displayed during event and throughout the year.

***DOES NOT INCLUDE SEPTEMBER'S CAR SHOW OR DECEMBER'S COUNTRY CHRISTMAS**

EXCLUSIVE ENTERTAINMENT SPONSOR \$500 PER MONTH

Sponsor the entertainment for the month, related to the monthly theme. Could be a band, performer, activity, etc. OMI will work with you to come up with the perfect showcase!

- Includes all Event Sponsor benefits PLUS:
- Recognized as that month's sponsor on all promotional materials

SPONSORSHIPS RECEIVED BY MARCH 1, 2018 WILL BE INCLUDED IN ALL PROMOTIONS.

DECEMBER'S FIRST FRIDAY COUNTRY CHRISTMAS



Neighbors come together to carol, light the tree, get pictures with Santa and so much more!

December 7, 2018
6pm - 9pm

COUNTRY CHRISTMAS EVENT SPONSOR \$250

- Name and/or logo included in print, web, and email promotions
- Logo in program of activities
- Promotion during event by DJ
- Logo on display during event

EXCLUSIVE ENTERTAINMENT SPONSOR \$500

Sponsor the entertainment for Country Christmas. Could be a band, performer, activity, etc. OMI will work with you to come up with the perfect showcase!

- Includes all Event Sponsor benefits
PLUS:
- Your logo displayed at entertainment area

COUNTRY CHRISTMAS SANTA \$750 ONE AVAILABLE

- Includes all Event Sponsor benefits
PLUS:
- Your logo at the photography location
- A special thank you from the DJ during the event and a mention every time the DJ announces photos with Santa

SANTA'S WORKSHOP SPONSOR \$1,000

Santa's Workshop is one of the main attractions, located next to the main stage in a highly visible location.

- Includes all Event Sponsor benefits
PLUS:
- Your logo displayed at Santa's Workshop
- A special thank you from the DJ during the event and a mention every time the DJ announces Santa's Workshop

OUTDOOR FARMERS MARKET OXFORD VILLAGE MARKET



The Village Market serves a culturally and economically diverse population, including children, the elderly, and families with lower incomes, who come Downtown to purchase fresh, locally produced, nourishing and safe foods for all. May - October

Tuesday 12-5pm
Saturday 9am-1pm

OXFORD VILLAGE MARKET \$1,000

- Logo on town kiosk during the market season
- Website, Social Media, and email recognition
- Complimentary vendor space at the Village Market for the season
- Promotion at least twice per week for the six month season
- Logo displayed at every market day

EXCLUSIVE ACTIVITY

SPONSOR \$500 PER MONTH MAY, JUN, JUL, AUG, SEPT, OCT 2018

Sponsor the kids activity for the month. Could be a demonstration, musician, performer, craft project, etc. OMI will work with you to come up with the perfect showcase!

- Recognized as that months sponsor on all promotional materials

OXFORD AREA SCHOOL DISTRICT TEACHERS LUNCHEON



Each year OMI hosts a Teacher's Luncheon for approximately 30 new educators and their mentors. Maps, promotional items, and a Downtown Directory are provided to encourage them to visit Downtown and the surrounding area.
August 2018

TEACHER'S LUNCHEON SPONSOR \$500 4 AVAILABLE

- Two seats at the luncheon
- Short welcome speech
- Acknowledged in participant letter
- Promotional item at each place setting
- Thank you poster at event

ANNUAL FUNDRAISING EVENTS

The Annual Chairman's Gala and the Kentucky Derby Party are OMI's largest fundraising events. Funds raised are used to encourage continued economic growth and vitality within the Business Improvement District and surrounding area. Services such as First Friday events, marketing our Downtown, shop local programs, and collaborating with local and regional organizations are just a small part of the work we do.

CHAIRMAN'S GALA

PLATINUM SPONSOR \$5,000

- Logo to appear on: event program, posters, rolling screens during event
- Special thank you during the program
- Logo/Name on Gala Website
- Table notations of sponsor with logo
- Table for 12
- One keepsake per person
- OMI sponsorship package for 2018
- Downtown Oxford Gift Basket
- Transportation to and from the event location

SILVER SPONSOR \$1,250

- Logo to appear on: event program, posters, rolling screens during event
- Special thank you during the program
- Logo/Name on Gala Website
- Table notations of sponsor with logo
- Table for 6
- One keepsake per person

SATURDAY, OCTOBER 6, 2018

GOLDEN SPONSOR \$2,500

- Logo to appear on: event program, posters, rolling screens during event
- Special thank you during the program
- Logo/Name on Gala Website
- Table notations of sponsor with logo
- Table for 12
- One keepsake per person

BRONZE SPONSOR \$500

- Logo to appear on event program, rolling screens during the event
- Special Thank You during the program
- Logo/Name on Gala Website

AUCTION ITEMS

- In-kind donation of unique or exclusive items or experiences.

**FOR TICKET INFORMATION VISIT:
DOWNTWONOXFORDPA.ORG**



KENTUCKY DERBY

WINNER'S CIRCLE TITLE SPONSOR \$1,000

- Name and/or logo included in print, web and email promotions
- Logo to appear on: invitations, event program, and posters during event
- Special thank you during the program
- One keepsake
- 4 Complimentary Tickets

FINISH LINE EVENT SPONSOR \$250

- Name and/or logo included in print, web and email promotions
- Logo to appear on: invitations, event program, and posters during event
- Special thank you during the program

HOME STRETCH SPONSOR \$500

- Name and/or logo included in print, web and email promotions
- Logo to appear on: invitations, event program, and posters during event
- Special thank you during the program
- 2 Complimentary Tickets

AUCTION ITEMS

- In-kind donation of unique or exclusive items or experiences.

SATURDAY, MAY 5, 2018

**FOR TICKET INFORMATION VISIT:
DOWNTWONOXFORDPA.ORG**

13 S THIRD ST, PO BOX 315, OXFORD, PA 19363 | MON - THUR 9AM - 4PM | 11

DOWNTOWN STREETScape



Each year, OMI and a team of volunteers perform various projects in downtown including planting flowers, hosting community based clean-up days, beautification projects and much more! Projects are featured on our social media pages and website.

DOWNTOWN BEAUTIFICATION SPONSOR \$1,000

This sponsorship helps provide for the beautification of the large town planters, hanging baskets, in-ground plots, banners, seasonal decorations, and more! These help create a welcoming and festive Downtown.

- Logo on town kiosks
- Website, Social Media, and email recognition
- Complimentary vendor space at the Village Market for the season
- Customized landscape stake with your logo, memorial or name
- OMI is responsible for the creation, placement and maintenance of the landscape stakes and planters

POTTED PLANT PROGRAM \$250

2018 SEASON

- Customized landscape stake with your logo, memorial or name.
- OMI is responsible for the creation, placement and maintenance of the landscape stakes and planters

IN-KIND DONATIONS

- Flowers and plants
- Power washer
- Leaf Blower/Vacuum
- Watering Wand for hanging baskets

VOLUNTEER DAYS

Commit to one year of volunteer service with OMI. Providing at least 2 days of service (4 hours each day, 6 people minimum) assisting with a mutually agreed upon project. You will be recognized on Social Media and community emails.

PUBLIC ART



OMI's Design Committee is currently raising funds for ongoing public art.

Please consider making a tax deductible donation to the Public Art Fund.

HIGH QUALITY PUBLIC ART ADDS TO A COMMUNITY'S VIBRANCY AND IDENTITY

WHEN PROPERLY INTEGRATED, PUBLIC ART:

- Enhances the environment
- Creates a sense of place
- Expresses a community's values and identity
- Helps solve community social challenges
- Revitalizes local economies
- Animates our Downtown
- Transforms our daily experience

PUBLIC ART SPONSORSHIP LEVELS

**LARGE SCALE \$5,000
MEDIUM SCALE \$2,500
SMALL SCALE \$1,000**

ALL MURAL AND PUBLIC ART PROJECT LOCATIONS AND SPECIFICS TO BE DETERMINED BY SPONSOR AND OMI'S DESIGN COMMITTEE.

THE CONNECTIVE
Art & Music Festival
SATURDAY, AUGUST 4, 2018

Learn more at: www.ConnectiveFestival.org

NEW THIS YEAR!

FRIENDS OF OMI



Become a friend of Oxford Mainstreet and help us strengthen our community! Your commitment helps us continue the events, programs, development, and revitalization efforts in Downtown Oxford, and are essential to helping us keep serving the community. We are so grateful for your support.

FRIEND OF OMI \$25 - \$100

- Recognition on OMI Website and Annual Report

FRIEND OF OMI OVER \$200

- One complimentary ticket to the Annual Chairman's Gala
- Recognition on the OMI Website and Annual Report

FRIEND OF OMI \$300 AND OVER

- Two complimentary tickets to the Annual Chairman's Gala
- Recognition on OMI Website and Annual Report

2018 EVENTS AND PROGRAMS

JANUARY

- FF** Jan 5 First Friday
- SD** 20 on Tuesday *all year*

FEBRUARY

- FF** Feb 2 First Friday
- SD** Feb 3 Downtown Divas

MARCH

- FF** Mar 2 First Friday
- Mar 15 Guest Bar Tender

APRIL

- FF** Apr 6 First Friday

MAY

- FF** May 4 Comics & Heroes
- SD** Oxford Village Market
Tues & Sat May-October

JUNE

- FF** Jun 1 Under the Boardwalk

JULY

- FF** Jul 6 Red, White, & Blues

AUGUST

- FF** Aug 3 The Connective Opener

SEPTEMBER

- FF** Sep 7 Car Show

OCTOBER

- FF** Oct 5 Wine & Dine
- Oct 6 Boot Scootin' Gala

NOVEMBER

- FF** Nov 2 Twilight & Tractors
- SD** Nov 25 Small Business Saturday

DECEMBER

- FF** Dec 7 Country Christmas

FF First Friday **SD** Shopping/Dining Day

SPONSORSHIP APPLICATION

Complete the information below and return it along with a check made payable to:

Oxford Mainstreet, Inc.
PO Box 315
Oxford, PA 19363

Pay Online at www.DowntownOxfordPA.org/Join

Please send a high resolution Logo to: mlbaily@oxfordmainstreet.com, which will be used for all promotions.

ORGANIZATION NAME

CONTACT NAME

MAILING ADDRESS

CITY, STATE, ZIP

PHONE

EMAIL

CREDIT CARD #

CCV

EXP DATE

NAME ON CARD

BILLING ZIP

WOULD YOU LIKE TO RECEIVE OUR NEWSLETTERS?

- Merchant and Vendor Newsletter (once per month)
- Community Newsletter (once per month)

No benefit was bestowed upon this donor in exchange for this contribution. Other than the joy of giving to an organization that supports the economic vitality of Downtown Oxford! We are an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code; EIN 23-3008808. Your donation is tax deductible to the fullest extent allowed by law.

Select the sponsorship opportunities below that you want to take advantage of this year. Opportunities that are limited to one sponsor are first-come first-serve. We will contact you if a option you select has already been sponsored.

SPONSORSHIP TYPE	AMOUNT	JOIN	
FIRST FRIDAY - EVENT SPONSOR (6 EVENTS)	\$300	Y	N
Monthly Entertainment Sponsor (choose one month) May, June, July, August, October, November	\$500	Y	N
CAR SHOW - EVENT SPONSOR	\$250	Y	N
Presenting Sponsor	\$10,000	Y	N
Pit Row Sponsor	\$5,000	Y	N
Winner's Circle Sponsor	\$1,500	Y	N
RC Track Car Sponsor	\$500	Y	N
Program Book Ad	\$	Y	N
COUNTRY CHRISTMAS - EVENT SPONSOR	\$250	Y	N
Photos with Santa	\$750	Y	N
Santa's Workshop	\$1,000	Y	N
Country Christmas Entertainment Sponsor	\$500	Y	N
OXFORD VILLAGE MARKET - SEASON SPONSOR	\$1,000	Y	N
Monthly Activity Sponsor (choose a month) May, June, July, August, September, October	\$500	Y	N
OASD TEACHERS LUNCHEON - EVENT SPONSOR	\$500	Y	N
ANNUAL GALA			
Platinum Sponsor (12-Top Table)	\$5,000	Y	N
Golden Sponsor (12-Top Table)	\$2,500	Y	N
Silver Sponsor (6-Top Table)	\$1,250	Y	N
Bronze Sponsor	\$500	Y	N
DOWNTOWN BEAUTIFICATION	\$1,000	Y	N
Potted Plant Program	\$250	Y	N
Volunteer Days	<i>priceless</i>	Y	N
PUBLIC ART			
Large Public Art Project	\$5,000	Y	N
Large Public Art Project	\$2,500	Y	N
Large Public Art Project	\$1,000	Y	N
FRIENDS OF OXFORD MAINSTREET			
Friend of OMI	\$	Y	N
Total	\$		