



Dear Community Partner,

Our third annual Summer Jam Series event will take place on the final Friday of June, July and August of 2017.

Last year, we moved the event to Kerr Park to celebrate our borough's green spaces and allow for a more comfortable, family-friendly gathering. Each of the three events featured several talented local musicians and hundreds of families from the surrounding area. With the addition of food trucks, a beer garden and many local crafters, we saw a tremendous increase in attendance each month. As part of our mission to create a stronger sense of community in our Good Neighbor town, we are proud to bring this live music event to Downingtown this summer.

In 2016, the Summer Jam Series received excellent coverage in print and online news publications. The marketing exposure associated with the Summer Jam Series is a great opportunity for any company. Please join us in the growing excitement!

We hope you will support our mission by considering a sponsorship of the 2017 Summer Jam Series. With three events throughout the summer, sponsors will be highlighted for not one event, but in all coverage from the beginning of June to the end of August. All proceeds benefit the Downingtown Main Street Association.

Downingtown Main Street Association, a 501(c)3 organization, is comprised of citizens, property owners and businesses who share a common interest in the Borough of Downingtown's growth, revitalization and prosperity. DMSA's mission is to take a lead role in revitalization efforts in the Main Street district in order to develop and enhance economic opportunities in the Borough. The organization spearheads streetscape beautification projects, building rehabilitations and community based events in order to increase property values and decrease commercial vacancy rates to bring vitality and vigor to the Borough while preserving history and traditions that make Downingtown a special place to live, work and play.

If you have any questions, please contact our Main Street Manager, Steve Plaughter at the DMSA office, 610-269-1523 or manager@downingtownmainstreet.com.

Thank you,
Becca Settle
DMSA Board Chairwoman



DMSA is a 501(c)3 nonprofit organization - donations to which are tax-deductible to the fullest extent of state and federal IRS tax laws. Downingtown Main Street, Inc. is registered as a Charitable Organization with the Pennsylvania Department of State, Bureau of Corporations and Charitable Organizations under the the Solicitation of Funds for Charitable Purposes Act. The official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement

FINAL FRIDAYS THROUGHOUT THE SUMMER: JUNE 30, JULY 28 & AUGUST 25

~~Platinum Sponsor: \$4,000~~ (reserved)

- Logo predominantly displayed on all printed materials circulated throughout the community including 11 x 17 posters, event A-frames & rack cards
- Name & logo on DMSA website
- Name listed on Summer Jam Series Facebook event page
- Name & logo featured on banner across Business Route 30 (2 weeks in July, 2 weeks in August)
- Logo featured on banner across in gazebo where musicians play
- Logo featured on table centerpieces on cocktail tables in the beer garden
- Mentioned as presenting sponsor, along with DMSA, on all press releases and references to event
- Highlighted a minimum of 3 times throughout June, July, August as presenting sponsor on Facebook
- Complimentary vendor space at all 3 events

Gold Sponsor: \$1,500 (5 available)

- Logo on all printed materials circulated throughout the community including 11 x 17 posters & rack cards
- Name & logo on DMSA website
- Name listed on Summer Jam Series Facebook event page
- Logo featured on banner across Business Route 30 (2 weeks in July, 2 weeks in August)
- Logo featured on banner across in gazebo where musicians play
- Logo featured on table centerpieces on cocktail tables in the beer garden
- Mentioned on event press releases
- Mentioned as sponsor 3 times throughout June, July, August on DMSA Facebook
- Complimentary vendor space at all 3 events

Silver Sponsor: \$500 (5 available)

- Name on all printed materials circulated throughout the community including 11 x 17 posters & rack cards
- Name on DMSA website and Summer Jam Series Facebook Event Page
- Mentioned as sponsor on DMSA Facebook page
- Complimentary vendor space at 1 event (June, July or August)

2016 Attendance: 700+ community members and growing!

DMSA Facebook Followers: 3,500+

DMSA Average Facebook Post Impressions (2017): 2,018/post

DMSA Average Facebook Post Engagements (2017): 154/post

DMSA Instagram Followers: 402