

Support Downtown Fargo!



Signature Events

Sponsorship Opportunities



The Downtown Community Partnership strives to invite thousands of people to Downtown Fargo throughout the year to experience our signature events. Signature events drive traffic, sales, and overall awareness to the heart of the community.

Street Fair



Over 150,000 attendees
250 vendor booths
Free public event
Fun for all ages!

This is the largest free outdoor event in North Dakota! Full of unique art, delicious food, and fun for all ages. This is the DCP's largest fundraising event and allows us to provide services throughout the year to Downtown Fargo and the small businesses that call our neighborhood home. We cannot produce this event without the support of our sponsors!

Street Fair

Block Sponsor: \$2,500

This is your opportunity to get seen in our community and have the opportunity to interact with 150,000 new customers!



- Logo on all Downtown Fargo Street Fair marketing materials
- Receive a free exhibit space 10'x10'
- Signage at each end of the block you are sponsoring with your logo acknowledging your sponsorship
- Logo on the main event poster
- Logo on the Downtown Fargo Street Fair webpage, maps, socials, DCP website and event page

Street Fair

Food Court Sponsor: \$2,500

Everyone's favorite stop at the fair and where customers will spend time waiting and eating giving you more exposure. Extra traffic from Downtown office workers on Thursday and Friday.



- Cling with your logo on all tables in the food court
- Sign at both entrances of the food court acknowledging sponsorship
- Logo on the Downtown Fargo Street Fair webpage, maps, socials, DCP website, and event page
- Receive a free exhibit space 10'x10'
- Food Court noted on the map at {Your Companies name} food court.

Street Fair



Main Stage Sponsor: \$5,000

Brings out a new and more diverse crowd as the night goes on. This is the newest experience at the street fair with the biggest capacity for growth.

- Logo displayed on the stage during the headliner concerts on both Thursday and Friday night
- Logo displayed as stage sponsor on all of the Street Fair concert posters and social media graphics.
- 10x10 booth space near the stage during both headliner concerts on Thursday and Friday night
- Name mentioned in all media regarding the concert
- Logo on the Downtown Fargo Street Fair webpage, maps, socials, DCP website, and event page
- A symbol labeled with your name on the Downtown Fargo Street Fair map showcasing where the stage is located

Street Fair

Green Space Sponsor: \$3,000

Gives you the biggest footprint available to sponsors. You get full control of the Great Northern Park located on the route to use and program how you like.

- Control of green space during the 2020 Downtown Fargo Street Fair
- Free booth in front of green space area
- Logo on the official 2019 Downtown Fargo Street Fair map
- Promotion of any activities you plan in the green space during the Downtown Fargo Street Fair on the website, social media, and any applicable media interviews.



Front Porch Fridays



Front Porch Fridays: A grass roots, family friendly, free outdoor concert series in Downtown Fargo. The series is being held to showcase different forms of art and spaces in the downtown community.

New event to attract all ages to
Downtown Fargo

-Features local music and interactive
public art

-3 dates throughout Summer 2020

-Free public event

Front Porch Fridays



Art Sponsor: \$3,000

As an art sponsor you will be providing a public art experience that all attendees can take part in and be a part of the creative process!

- Your Logo and name on event marketing materials
- Your logo and name on signage at the event
- Mentions on social media on the Downtown Fargo Facebook page and the event page
- Free 10'x10' booth space at the event.

Front Porch Fridays



Music Sponsor: \$6,000

The music sponsor will help us provide a stage and local talent for the event.

- Your logo on stage banner displayed at every concert
- Onstage presence during welcome speech (if desired)
- Recognition on all concert series marketing materials
 - Logo and link on concert series webpage
- Five official Downtown Community Partnership social media posts acknowledging your generous support.
- On-site sampling/booth opportunity at every concert
- Recognition in all news releases and marketing email regarding the concert series

Sponsor A Member

During this crisis many members are unable to renew their DCP membership dues. The DCP is estimating 50%-60% of small businesses will be unable to pay their dues this year. As a non-profit, the DCP cannot continue to provide valuable services and resources without membership dues. This opportunity supports both small businesses and the future of the DCP.

- \$1,500 would allow us to continue to support 10 members unable to pay
- \$3,000 would allow us to continue to support 20 members unable to pay
- \$5,000 would let us continue to support all members that are unable to pay.
- *Memberships are \$300/year per member. Discount provided due to crisis

Support small business campaigns, sponsored by {enter business here} and DCP.

- Media, marketing and social support
- Press release written and submitted by the DCP
- Any company that helps support will receive community recognition
- Requested recommendation of sponsor services (encouragement by DCP)



Gift Card Blitz

By sponsoring the blitz you allow the DCP to go out and purchase gift cards from our members which will infuse their businesses with cash immediately. DCP will operate and host a social media campaign to give away gift cards every day for a 2 week period.

\$4,000 total investment

- \$2,000 in member gift cards
- \$1,000 in Downtown Fargo gift cards
- \$1,000 in campaign management fees.
- {enter business here} branded page
- {enter business here} branded inserts with all gift cards
- Press release written and submitted by the DCP



Virtual Event



Details

DCP will host an event to showcase members with the focus of driving sales into their stores. During the event, we will give away DCP gift cards to those that attend and participate in the virtual event.

\$4,000 total investment

- \$2,000 in member gift cards
- \$1,000 in Downtown Fargo gift cards
- \$1,000 in campaign management fees
- {enter business here} branded page
- {enter business here} branded inserts with all gift cards
- Press release written and submitted by the DCP

FMStrong.com

Brand the FMStrong.com website to be the {enter business here} FM Strong Community Resource page. The website is devoted to reaching the public and educating them on how to best support their small businesses during the COVID-19 crisis.

FM strong sponsored by{Enter business name here}

\$3,000 investment

- Continue adding resources to the page for the public and small businesses
- Boost the campaign on social media with sponsor noted on each post





Boosted Posts

The Downtown Community Partnership is working hard to stay up to date with what our members are doing during this crisis, sharing their offers with the public. You can help us reach a wider audience by sponsoring boosted posts. We can feature 3 businesses each day and put money behind the posts to reach outside of our 15,000 followers on Facebook and 12,000 on Instagram.



\$500

allows us to boost 50 member postings

\$1,000

allows us to boost 100 member postings

Each post would feature a specific Downtown business and end with #
{enter business here}lovesdowntown @ {enter business here}fargo



About the DCP

The Downtown Community Partnership's (DCP) mission is to support the businesses, promoters, advocates, and visionaries of historic Downtown Fargo and its future by connecting and partnering within our community and beyond.

Let's
work
Together!



Email

President@downtownfargo.com

Facebook

Downtown Fargo

Instagram

Downtown_Fargo