

2019 Sponsorship Opportunities



DOWNTOWN
BENTONVILLE INC.

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A Message from the Executive Director

This is an exciting time for Downtown Bentonville Inc. and as its Executive Director, I am eager to see what 2019 has in store not only for this organization, but for this region, and our community.

Did you know that we will welcome more than 200,000 guests to DBI events this year?

Did you know that the vast majority of the events we host are free and open to the public?

Did you know that DBI is a nonprofit that relies on sponsorships and contributions in order to host our events?

The fact is, more than 60 percent of our budget comes from sponsors and personal contributors.

What does this mean? **We need you.** Without you, we cannot do what we do. Our ability to design and execute top-notch events that are inclusive, family-friendly, and community-building is a direct result of the support we receive.

Without that support, these 200,000 guests and residents will find somewhere else to spend their First Fridays; somewhere else to buy local produce and products; somewhere else to listen to music and eat great food; and somewhere else to experience the cultural and social fabrics that make our community so special.

I view your sponsorship as more than just transactional – I see it as a partnership; **together we are creating an amazing experience.**

Downtown Bentonville is a wonderful place. I look forward to partnering with you in the future to see what we are capable of creating.

Sincerely,

Andrew Heath
Executive Director

Welcome Home

Our goal is to make every person who visits and lives in downtown Bentonville to feel like this is home.

Who is Downtown Bentonville Inc.?

Downtown Bentonville Inc. (DBI) is a *small team* making a *big difference* in downtown Bentonville. DBI is a 501(c)3 nonprofit organization creating the social infrastructure of the community by fostering a welcoming environment when the world comes to visit, work, live and play in Bentonville.

DBI's mission is to be a place-maker in the economic and cultural development of downtown Bentonville, while creating and enhancing the social fabric that makes Bentonville so unique, welcoming, and one of the best places to be.

Why partner with DBI? Because DBI is uniquely positioned to give your business the opportunity to build and enhance this community while offering you exposure to some of the most influential business leaders in the world.

With your sponsorship support, we can continue to ensure that Bentonville attracts the best of the best when it comes to talent while offering your current employees world-class experiences in their day-to-day lives.

Are you ready to make a difference in Bentonville?

Let's do it!

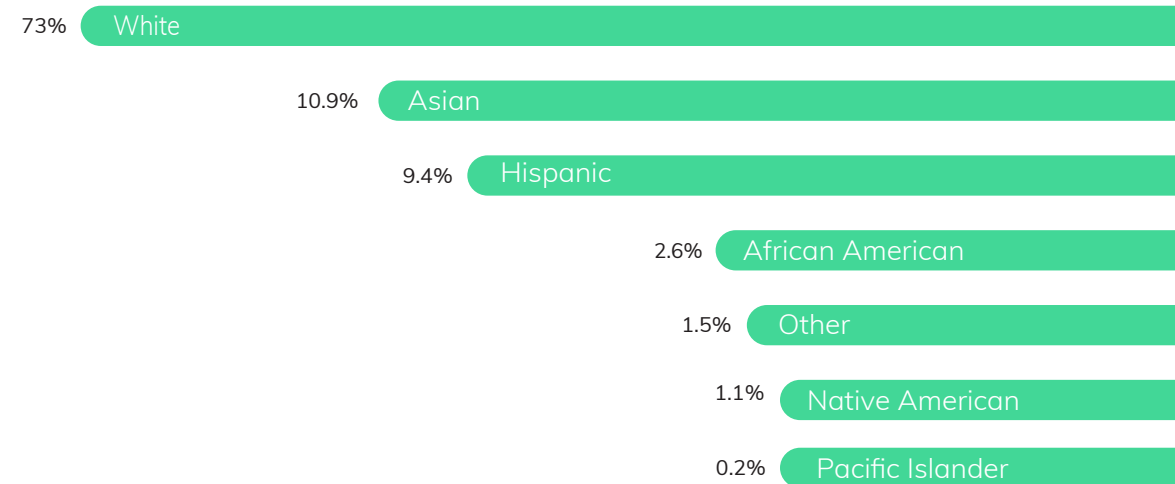


Meet Your Market

In 2018...

- We created more than 100 events.
- We had more than 200,000 people attend our events.
- We had \$850,000 in vendors sales at our events.

Ethnicity



PERSONS UNDER 5YS

7.8%

PERSONS UNDER 18YS

28.3%

PERSONS OVER 65YRS

7.7%

FEMALE PERSONS

48.5%

AVERAGE POPULATION

49,298

39.7% GROWTH
SINCE 2010

MEDIAN AGE

32.5

MEDIAN HOUSEHOLD INCOME

\$76,447

6.26% GROWTH

POVERTY RATE

7.82%

NUMBER OF EMPLOYEES

21,308

7.57% GROWTH

MEDIAN PROPERTY VALUE

\$184,800

According to research conducted by the Northwest Arkansas Council & US Census Bureau.

Season Production Sponsorships

More than 200,000 guests will participate in more than 100 events in 2019, including First Fridays, Farmers Markets, Art Strolls, Notes at Night, Lighting of the Square, the Christmas Parade, and many more.

Production Year Sponsor \$50,000 | Exclusive

Shared logo recognition with Sam's Club, Main Stage Sponsor, Walmart Museum, Walmart Inc., Walton Family Foundation, and Visit Bentonville on marketing materials.

Available space at all DBI produced events.

Seat on advisory board for DBI produced events.

Verbal recognition from the stage throughout all DBI produced events.

Combination of paid and earned media opportunities promoting events.

Recognition in Annual Report and on all social media platforms with nearly 30,000 followers.

Business Development Sponsor

\$30,000 | Exclusive

This sponsorship replaces DBI's previous 'membership' program - this sponsorship will allow all businesses and organizations in downtown Bentonville to be 'partners' with DBI.

Visual recognition on office building.

Acknowledgement sent to all downtown Bentonville entities informing them that this generous contribution allows them to be partners with DBI.

Seat on advisory board for DBI produced events.

Recognition in Annual Report and on all social media platforms with nearly 30,000 followers.

Main Stage Sponsor

\$30,000 | Exclusive

Shared logo recognition with 2019 Production Sponsor, Sam's Club, Walmart Museum, Walmart Inc., Walton Family Foundation, and Visit Bentonville on marketing materials.

Available space at all DBI produced events.

Seat on advisory board for DBI produced events.

Verbal recognition from the stage throughout all DBI produced events.

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First Fridays

First Fridays have been a major part of the Bentonville experience for years. It's an amazing way to bring all of us together as a community. Anyone can enjoy this event and that's why we love it. Grab some friends and family and make your way down to the Square. Our goal is that it will feel like home.

	Title Sponsors \$7,500	Activation Sponsor \$3,500	Event Partner \$1,000
Logo on marketing materials	Large	Medium	Small
Instagram takeover	●		
Recognition on social media	●	●	●
Prime event space	●	●	
Advisory role for event	●		
Verbal recognition during event	●	●	●
Professional photos of event	●	●	●
Professional video with logo after event	●	●	●
Paid & earned media promoting the event	●		
Recognition in annual report.	●	●	●
10x10 space at event			●

Sponsorship Levels

Event	Sponsorships	Availability
Growing Greener Apr 5	Title \$7,500 Activation \$3,500 Event Partner \$1,000	Exclusive Multiple Multiple
The Power of Music May 3	Title - \$7,500 Activation - \$3,500 Event Partner - \$1,000	Exclusive Multiple Multiple
Living Local Jun 7	Title - \$7,500 Activation - \$3,500 Event Partner - \$1,000	Exclusive Multiple Multiple
Great Outdoors Jul 5	Title - \$7,500 Activation - \$3,500 Event Partner - \$1,000	Exclusive Multiple Multiple
Back to School Aug 2	Title - \$7,500 Activation - \$3,500 Event Partner - \$1,000	Exclusive Multiple Multiple
International Festival Sep 6	Title - \$7,500 Activation - \$3,500 Event Partner - \$1,000	Exclusive Multiple Multiple
Chalktoberfest Oct 4	Title - \$7,500 Activation - \$3,500 Event Partner - \$1,000	Exclusive Multiple Multiple

Farmers Markets

The Bentonville Farmers Market is in its 43rd year and is continuing to grow! Our market exclusively features items hand-made or hand-grown.

Our mission is to improve the availability of locally-produced foods, support local farmers and businesses, and to promote a healthier community through education and appreciation for locally-produced foods.

We take great pride in our vendors and the quality and diversity of products offered at our market.

We strive to be genuine and intentional with our market and the vendors we feature. By choosing vendors that value quality in what they produce, we provide healthier options to our community.

Sponsor Benefits & Levels

Over 2,500 people will visit our markets each week.

	Season Sponsor \$10,000	Mid-Week Market \$5,000	Monthly Partner \$3,500
Brand recognition to 30,000 followers on social media.	All Season	All Season	Per Month
Brand recognition on all marketing materials.	●	●	
Brand recognition on banners + signage during events.	●	●	●
Logo on signage before and during event.	●	●	
Space at Saturday Markets	●		Per Month
Space at Wednesday Markets	●	●	Per Month
Paid & earned media opportunities.	●	●	
Recognition in annual report	●	●	●

The Mixer

The Mixer is a party. It provides an opportunity for people in the community to mingle and get to know each other, ultimately building long-term relationships.

There are various themes throughout the year. **We like to mix it up!** These are ticketed events that offer a lot of good times, good food, good drinks and all the money goes back to creating spectacular events for the community. These are parties with a purpose.

Come enjoy yourself and know that you're helping keep the rest of our events free for people. This event is about you, because you are awesome. Let's party!

Casino Night

Title Sponsor - \$3,500

Feb 7 2019

We host a party at the Record with food drinks and casino games in order to raise money for the rest of the years events.

Feeling lucky?

Celtic Crawl

Title Sponsor - \$3,500

Mar 16 2019

Downtown Bentonville's pub crawl. Participant get their passports stamped at various bars Downtown and enter into a drawing for some great prizes.

Happy St. Patty's Day!

Battle of the Banks BBQ

Title Sponsor - \$5,000

May 17 2019

This is a giant community BBQ picnic where the local banks compete to be the best...cook! This event is also one of DBI's appreciation events when we recognize the incredible work done by our Parks & Recreation staff and public safety. Join us as we celebrate them!

Winter Wonderland

Even though every day feels like a holiday around here, it's truly the most wonderful time of the year during Winter Wonderland. Come be transported to the warmth of the season where flickering Christmas lights glimmer on the cobblestone, hot cocoa fills the air, and businesses are always bustling with joy.

Find Santa and Mrs. Clause at the 5+10, ice skate at Lawrence Plaza, and hear the carolers throughout-- the Square becomes the cozy, small-town from a movie we all dream of, or a winter playground as some may say.

Toyland

Mainstage Sponsor - \$6,000 | Exclusive

Event Sponsors - \$3,500

November 1st

The Square is transformed into Bentonville's largest toy store. Come view the newest and hottest gifts for the upcoming holiday season.

Lighting of the Square

Title Sponsor - \$5,000 | Exclusive

Event Sponsors - \$3,500

November 16th

The Square is a Winter Wonderland during this wonderful Bentonville family tradition. The square is packed full as we listen to great live music and wait for the lights to turn on.

Winter Festival and Bentonville Christmas Parade

Title Sponsor - \$3,500 | Exclusive

Event Sponsors - \$1,000

December 14th

The Bentonville Christmas Parade is one of the most classic traditions of our city. For years, thousands of spectators have bundled up and gathered together to watch nearly 100 parade floats travel around the square.

SPECIAL EVENTS

Art Stroll

Season Title Sponsor - \$6,000 | Exclusive

Art Stroll is a quarterly event taking place each February, May, August, and October, where the community comes together to visit the numerous shops and businesses around the Square to view pop-up art displays. Each Art Stroll has its own theme, making the event new and fresh each time.

Art & Culinary Week

Week Title Sponsor - \$5,000 | Exclusive

An entire week of art exhibits, special music, and great food packaged around the Square. This unique experience showcases the many talents our downtown community possesses through displays, concerts and culinary delights.

Notes at Night

Season Title Sponsor - \$8,000 | Exclusive

A Downtown Bentonville Inc. tradition, Notes at Night was started to bring more live music into our local restaurants downtown. This year, we are expanding the format and concept which means more music on more days in more places.

Open Streets

Event Sponsors (4) - \$2,500/each

This event brings local neighborhoods out of their homes and into the streets to meet each other. We bring entertainment, activities, vendors, and experiences that the entire family will enjoy. This is, in its truest form, building relationships within our community. Maybe your street will be next?

Contact Andrew Heath

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