



sponsorship guide 2022

A thriving downtown connecting us all

OLD TOWN
CAPE
INC.

Since 1999, Old Town Cape, Inc. has worked to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscape of Downtown Cape Girardeau, Missouri.

We imagine a thriving, diverse downtown that is cultured, historic, and the pulse of our community.

And we're counting on your sponsorship to help us get there.

Thank you for making Downtown Cape Girardeau a destination to live, work, and play.

contents

annual dinner	2
historic preservation month	3
cape riverfront market	4
tunes at twilight	5
monster mash car bash	8
christmas tree lighting	9
christmas in downtown cape	10
downtown christmas open house	11
holiday bazaar	12
newsletters	14
downtown guide	15
more options	16
select your sponsorship	17
sponsor contact	18

Old Town Cape, Inc.'s **Annual Dinner**

March 3, 2022

Century Casino Cape Girardeau

The public is invited to join Old Town Cape, Inc. for a dinner as we recognize the people and businesses that help us make Downtown Cape Girardeau a great place to live, work, and play.

	Premier Event Sponsor	Event Partner
Sponsorship Amount	\$3,000	\$1,500
Spaces Available	2	Unlimited
Inclusion on mailed invitation (approx. 400 sent annually)	logo	text
Inclusion on event web page	logo	text
Inclusion in dinner program	logo	text
Tag on Facebook event page	x	x
Inclusion in What's Up Downtown email newsletter (sent to nearly 2,000 readers weekly)	x	x
Category Exclusivity	x	
Verbal mention during the event	x	x
Mention in all media releases sent by Old Town Cape, Inc.	x	x
Premier signage at event	x	
Event tickets	8	4
Opportunity to share up to 2 minute business promotion clip on Old Town Cape's social media	x	
Mention on Old Town Cape social media	x	

Historic Preservation Month

May 2022

Downtown Cape Girardeau

National Historic Preservation Month is a nation-wide celebration of awareness and promotion of the efforts to preserve historic buildings and communities. During Preservation Month, many events are planned to promote historic places for the purpose of instilling national and community pride, promoting heritage tourism, and showing the social and economic benefits of historic preservation. Thousands of people participate annually in Preservation Month celebrations.

Sponsorship Amount - \$500
Spaces Available - 1

Sponsor Benefits

Logo included on promotional materials where appropriate, including:

- Flyers
- Select online advertising
- Select print advertising

Tag on OTC Facebook for HP related posts throughout month (where applicable)

Inclusion in What's Up Downtown email newsletter (sent to nearly 2,000 readers weekly)

Inclusion in weekly e-newsletter sent to downtown merchants

Mention in all media releases sent by Old Town Cape, Inc.

On-site demonstration or display

Old Town Cape, Inc.'s **Cape Riverfront Market**

Saturdays 8am-12pm May-October
35 S. Spanish in Downtown Cape Girardeau

Old Town Cape, Inc.'s six-month Cape Riverfront Market draws crowds from all over Cape Girardeau and surrounding areas. This weekly fresh-air farmer's market offers fresh, locally-grown produce, baked goods, and artisan crafts with regular related educational demonstrations and musical talent. It's more than a market, it's a weekly event!

	Event Sponsor	Demo Sponsor	Music Sponsor	Marketeer Sponsor	Youth Entrepreneurship Sponsor
Sponsorship Amount	\$2,750	\$500	\$500	\$500	\$500
Spaces Available	4	2	1	2	2
Inclusion on event web page	logo	text	text	marketeers day material	youth entrepreneurship day material
Inclusion on posters and flyers	logo			marketeers day material	youth entrepreneurship day material
Inclusion in What's Up Downtown email newsletter (sent to nearly 2,000 readers weekly)	x			week of marketeers day	week of youth entrepreneurship day
Inclusion in weekly e-newsletter sent to downtown merchants	x			week of marketeers day	week of youth entrepreneurship day
Inclusion in select web-based media campaigns	x	x	x	x	x
On-site demonstration, display, or sampling opportunity	x	x	x	x	x
Inclusion on event signage	logo				
Inclusion on applicable banner		logo	logo	n/a	n/a
Inclusion on Facebook event page	x	x	x	x	x

Old Town Cape, Inc.'s **Tunes at Twilight**

Fridays May-June and August-September (12 total)
Southeast Missouri State River Campus

Tunes at Twilight is a longstanding downtown tradition. The growing audience for this free weekly outdoor concert series averages around 300+ fans each night.

	Premier Event Sponsor	Event Partner
Sponsorship Amount	\$4,500	\$2,750
Spaces Available	1	4
Inclusion on print marketing material (as appropriate)	logo	logo
Inclusion on event web page	logo	logo
Inclusion on Facebook event page	text	text
Additional sponsor recognition on Facebook (where applicable)	x	x
Inclusion in What's Up Downtown email newsletter (sent to nearly 2,000 readers weekly)	x	occasional
Mention in all media releases sent by Old Town Cape, Inc.	text	text
Inclusion in select web-based media campaigns (as appropriate)	logo	occasional
Category Exclusivity	x	
Verbal mention during event (6 nights total)	x	x
Premier signage	logo on stage	logo at event
Opportunity for on-site participation (booth, giveaways, etc.)	unlimited	limited

Old Town Cape, Inc.'s **Monster Mash Car Bash**

Sunday, October 30, 2022
Downtown Cape Girardeau

This Halloween-inspired, family-friendly event has been wildly successful with over 1,000 estimated in annual attendance, and Monster Mash Car Bash is only expected to grow in the future! It offers a unique spin on Trunk-or-Treat with classic cars and provides fun for all ages.

	Premier Event Sponsor	Event Partner	Photo Booth Sponsor
Sponsorship Amount	\$1,000	\$500	\$500
Spaces Available	1	2	1
Inclusion on print marketing material (as appropriate)	logo	text	text
Inclusion on event web page	logo	logo	logo
Inclusion on Facebook event page	text	text	text
Inclusion in What's Up Downtown email newsletter (sent to nearly 2,000 readers weekly)	x	x	x
Mention in all media releases sent by Old Town Cape, Inc.	text	text	text
Verbal mention during event	x	x	x
Opportunity for on-site participation (activity booth, giveaways, etc.)	x		x
Inclusion on promotional on-site yard signs	logo	text	
Opportunity to present company award	x		
Logo included on photo booth			x

Old Town Cape, Inc.'s **Christmas Tree Lighting**

Friday, November 25, 2022

Vasterling Suites Courtyard Downtown Cape Girardeau

Old Town Cape's 30-foot Christmas Tree has quickly become a holiday destination for crowds in Cape Girardeau and surrounding areas. On the Friday following Thanksgiving, spectators can visit the corner of Broadway and Fountain to sing Christmas carols, enjoy warm beverages and treats, and of course, watch Santa Claus light the tree. The tree then remains lit throughout the Christmas season until the beginning of the New Year.

Sponsorship Amount - \$2,500

Spaces Available - 2

Sponsor Benefits

Logo included on signage displayed on-site from Thanksgiving through the end of the year

Inclusion on event web page on downtowncapegirardeau.com

Tag on Facebook event page

Inclusion in What's Up Downtown email newsletter (sent to nearly 2,000 readers weekly)

Inclusion in weekly e-newsletter sent to downtown merchants

Verbal acknowledgement at event

Mention in all media releases sent by Old Town Cape, Inc.

Mention in all promotions including radio, social media, online, etc.

Christmas in Downtown with Old Town Cape, Inc.

November-December 2022
Downtown Cape Girardeau

Downtown Cape Girardeau is the area's most scenic destination for holiday shopping. Christmas in Downtown Cape attracts seasonal shoppers and return consumers to enjoy a full schedule of events and promotions against a backdrop of historic and natural attractions decorated to reflect the magic of Christmas.

Holiday events organized by Old Town Cape, Inc. include:

Parade of Lights - November 27, 2022
Downtown Holiday Open House - December 2 & 3

Sponsorship Amount - \$3,000
Spaces Available - 4

Sponsor Benefits

Logo included on promotional materials where appropriate, including:

- Storefront posters
- Select online advertising
- Select print advertising
- All other applicable printed pieces such as flyers, maps, etc.

Category exclusivity

Inclusion on all event web pages on downtowncapegirardeau.com

Tag on each holiday event's Facebook event page (if applicable)

Inclusion on light-enhanced lamp post banner on Main Street (displayed Nov-Dec)

Free float entry and premier placement in the Parade of Lights

Inclusion on all Parade of Lights registration materials

Inclusion in What's Up Downtown email newsletter (sent to nearly 2,000 readers weekly)

Inclusion in weekly e-newsletter sent to downtown merchants

Mention in all media releases sent by Old Town Cape, Inc.

Inclusion in all social media platforms for all holiday events

Old Town Cape, Inc.'s **Downtown Holiday Open House**

December 2 & 3, 2022

Downtown Cape Girardeau

Old Town Cape, Inc.'s Downtown Christmas Open House is a two-day family-friendly kickoff to the Christmas season downtown. Friday evening features Santa's workshop with kids activities, photos with Santa, and carriage rides. Saturday features kids activities in Whoville and photos with the Grinch. A shopping spree giveaway raffle is included in both days.

	Santa's Workshop Sponsor	Carriage Ride Sponsor	Photos w/Santa Sponsor	Photos w/Grinch Sponsor
Sponsorship Amount	\$750	\$750	\$750	\$750
Spaces Available	1	1	1	1
Date of event	Dec. 2	Dec. 2	Dec. 2	Dec. 3
Inclusion on print marketing campaign (as appropriate)	logo	logo	logo	logo
Inclusion on event web page	text	text	text	text
Inclusion in select web campaigns	x	x	x	x
Tag on Facebook event page	x	x	x	x
Premier signage at designated sponsored locations	x	x	x	x
Inclusion in What's Up Downtown email newsletter (sent to nearly 2,000 readers weekly)	x	x	x	x
On-site giveaway or display opportunities	x	x	x	x

Old Town Cape, Inc.'s **Holiday Bazaar**

Saturday, December 3, 2022

Frederick Street (Broadway south to Themis) in Downtown Cape Girardeau

The Holiday Bazaar offers a unique holiday shopping experience, which draws crowds from all over Cape Girardeau and surrounding areas. This market offers over 35 vendors bringing fresh, locally-grown produce, baked goods, prepared food, holiday treats, and artisan crafts with live musical entertainment.

Sponsorship Amount - \$500
Spaces Available - 4

Sponsor Benefits

Logo included on promotional materials where appropriate, including:

- Storefront posters
- Select online advertising
- Select print advertising

Category exclusivity

Inclusion on event web page on downtowncapegirardeau.com

Tag on Facebook event page

On-site demonstration, display, or sampling opportunity

Logo included on welcome signage displayed at event

Inclusion in What's Up Downtown email newsletter (sent to nearly 2,000 readers weekly)

Inclusion in weekly e-newsletter sent to downtown merchants

Mention in all media releases sent by Old Town Cape, Inc.

Old Town Cape, Inc.'s **Newsletters**

Yearly Sponsorship

Downtown Merchants: Informational email sent weekly to Downtown Cape Girardeau businesses and OTC Board members with small business tips, upcoming event details, and special announcements concerning the Old Town Cape, Inc. district. (nearly 300 subscribers)

What's Up Downtown: Weekly email with clickable links for upcoming downtown events and entertainment. (nearly 2,000 subscribers)

	Downtown Merchants	What's Up Downtown
Sponsorship Amount	\$500	\$500
Spaces Available	2	4
Publication medium	email	email
Frequency	every Tuesday	every Thursday
Audience	downtown businesses	subscribers
Prominent logo exposure in publication	x	x
Logo linked to preferred website	x	x
Customizable, targeted message opportunity	x	x
Category exclusivity		
Open and click analytics furnished upon request	x	x

Old Town Cape, Inc.'s **Downtown Guides**

Annual Advertisement

Old Town Cape distributes 2,000 Downtown Guides a year. These guides include all of the shops, restaurants, museums, and more within Downtown Cape Girardeau as well as a list of upcoming events and a bird's-eye-view map.

These guides are distributed across the area to local businesses, visitor centers, hotels, Airbnbs, the university, and more! Visitors and community members alike can use the Downtown Guides to see what our area has to offer.

The Downtown Guide is printed in June. The opportunity to advertise is a first-come-first-serve basis to allow for diversity of businesses in the print.

Advertisement Amount - \$250
Spaces Available - 14

Details

Full-color advertisement in the guide

2,000 Distribution

Size specifications: 3.5" x 3.75"



more **options**

Didn't find a fit but still interested in supporting Old Town Cape, Inc.'s mission to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscapes of Downtown Cape Girardeau? Consider offering your time or treasure by volunteering or investing in our organization. Thank you for your support!

Name: _____

Address: _____

Phone: _____ Email: _____

volunteer

I care about Downtown Cape and want to volunteer to be a part of it in 2021!

- ☐ I want to make an ongoing commitment to serve on a committee.
- ☐ I want to volunteer for a specific event or project.

invest

I care about Downtown Cape and want to invest in its revitalization in 2021!

Lewis & Clark \$2,500+
Lorimier Council \$1,000+

Houck Builders \$500+
Hutson Planners \$300+

Amount Pledged: \$ _____ ☐ Annual Commitment ☐ One-Time Pledge

Payment Type: ☐ Bill me (quarterly for annual commitment)

☐ Check (please make checks payable to Old Town Cape, Inc.)

☐ Credit Card (contact Old Town Cape, Inc. for processing)

select your **sponsorship**

Annual Dinner

- ☐ Premier Event Sponsor **\$3,000**
- ☐ Event Partner **\$1,500**

Historic Preservation Month

- ☐ Sponsor **\$500**

Cape Riverfront Market

- ☐ Event Sponsor **\$2,750**
- ☐ Demo Sponsor **\$500**
- ☐ Music Sponsor **\$500**
- ☐ Marketeer Sponsor **\$500**
- ☐ Youth Entrepreneurship Sponsor **\$500**

Tunes at Twilight

- ☐ Premier Event Sponsor **\$4,500**
- ☐ Event Partner **\$2,750**

Monster Mash Car Bash

- ☐ Premier Event Sponsor **\$1,000**
- ☐ Event Partner **\$500**
- ☐ Photo Booth Sponsor **\$500**

Christmas Tree Lighting

- ☐ Event Sponsor **\$2,500**

Christmas in Downtown

- ☐ Season Sponsor **\$3,000**
**Includes Parade of Lights & Downtown Holiday Open House*

Downtown Holiday Open House

- ☐ Santa's Workshop Sponsor **\$750**
- ☐ Carriage Ride Sponsor **\$750**
- ☐ Photos w/Santa Sponsor **\$750**
- ☐ Photos w/Grinch Sponsor **\$750**

Holiday Bazaar

- ☐ Event Sponsor **\$500**

Newsletter

- ☐ Merchant Email **\$500**
- ☐ What's Up Downtown **\$500**

Downtown Guide

- ☐ Premier Placement **\$2,500**
- ☐ General Advertisement **\$250**

Total Investment: _____

sponsor **contact**

Company Name: _____ Contact Name: _____

Phone: _____ Email: _____

Physical Address: _____

Mailing Address (if different): _____

Marketing Contact Name: _____

Phone: _____ Email: _____

Invoice me by: _____ Mail _____ Email: _____

Return to lizhaynes@oldtowncape.org

thank you
FOR INVESTING IN
OLD TOWN
CAPE
INC.