



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.

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

March 3, 2022

Century Casino Cape Girardeau

Old Town Cape invites the public to celebrate downtown Cape Girardeau at our annual dinner as we recognize major accomplishments and outstanding contributions from the past year.

	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
Inclusion on Facebook event page	x	x
Inclusion in What's Up Downtown email newsletter (sent to over 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 (\$40 each)	8 (table)	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

Inclusion on HP related Facebook posts throughout month (where applicable)

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

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 over 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 **Revivify Fundraiser (1 of 2)**

TBD

Century Casino Cape Girardeau

Momentum continues to grow around Old Town Cape's annual fundraiser, Revivify. Join us at Century Casino for an evening of various raffles, live entertainment, and food and drinks, all while supporting Old Town Cape's mission of downtown revitalization.

Ticket Price: \$100

Presenting Sponsor | \$3,000

Sponsorships Available: 2

Benefits:

- Category Exclusivity
- Logo inclusion in program, event webpage, mailed invitation, and premier signage at event
- Tickets for 8 guests
- Mention in all media releases from Old Town Cape, Inc.
- Inclusion on Facebook event page
- Inclusion in What's Up Downtown Newsletter

Premier Event Sponsor | \$2,000

Sponsorships Available: 5

Benefits:

- Text inclusion in program, event webpage, mailed invitation, and premier signage at event
- Tickets for 8 guests
- Mention in all media releases from Old Town Cape, Inc.
- Inclusion on Facebook event page
- Inclusion in What's Up Downtown Newsletter

Technology Sponsor | \$500

Sponsorships Available: 3

Benefits:

- Text inclusion in program, event webpage, mailed invitation, and premier signage at event
- Mention in all media releases from Old Town Cape, Inc.
- Inclusion on Facebook event page
- Inclusion in What's Up Downtown Newsletter
- Logo at bottom of auction web page

Entertainment Sponsor | \$3,000

Sponsorships Available: 1

Benefits:

- Text inclusion in program and event webpage
- Designated signage at event
- Mention in all media releases from Old Town Cape, Inc.
- Inclusion on Facebook event page
- Inclusion in What's Up Downtown Newsletter

Old Town Cape, Inc.'s Revivify Fundraiser (2 of 2)

Table Sponsor | \$1,000

Benefits:

- Tickets for 8 guests
- Business logo on table
- Text inclusion on signage at event

Photobooth Sponsor | \$750

Sponsorships Available: 1

Benefits:

- Inclusion on Facebook event page
- Inclusion in What's Up Downtown Newsletter
- Text inclusion in program
- Designated signage at event

Silent Auction Sponsor | \$500

Sponsorships Available: 3

Benefits:

- Text inclusion in program and event webpage
- Designated signage at event
- Mention in all media releases from Old Town Cape, Inc.
- Inclusion on Facebook event page
- Inclusion in What's Up Downtown Newsletter

Wine Pull Sponsorship | In-Kind Donation

Sponsorships Available: 1

Benefits:

- Text inclusion in program
- Designated signage at event
- Inclusion on Facebook event page
- Inclusion in What's Up Downtown Newsletter

Raffle Sponsor | \$500

Sponsorships Available: 3

Benefits:

- Text inclusion in program
- Designated signage at event
- Inclusion on Facebook event page
- Inclusion in What's Up Downtown Newsletter
- Logo on raffle tickets

Volunteer Sponsor | \$1,000

Sponsorships Available: 1

Benefits:

- Inclusion on Facebook event page
- Inclusion in What's Up Downtown Newsletter
- Text inclusion in program

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

Sunday, October 30, 2022
Downtown Cape Girardeau

Monster Mash Car Bash is a Halloween-inspired, family-friendly event that has been wildly successful with over 2,000 estimated in annual attendance. Cars are decorated for the season and on display with trunks full of candy in the popular Trunk-or-Treat style. Three awards will be given to drivers at the event: "Most Creative Vehicle Display," "Best Costume," and "Spookiest Vehicle."

	Premier Event Sponsor	Event Partner	Photo Booth Sponsor
Sponsorship Amount	\$1,000	\$500	\$500
Spaces Available	1	3	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 over 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

Inclusion on Facebook event page

Inclusion in What's Up Downtown email newsletter (sent to over 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

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

Inclusion 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 over 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 Shopping Spree**

Saturday, November 26, 2022 through Saturday, December 3, 2022
Downtown Cape Girardeau

The Downtown Shopping Spree begins on Small Business Saturday and goes through the second day of the Downtown Holiday Open House. Downtown-goers can enter to win by scanning a QR code sign at participating businesses for an entry to win one of two \$500 downtown shopping sprees. Signs are hung at over 75 downtown businesses throughout all of the sectors, including arts and attractions, retail, dining and nightlife, services, worship, and lodging.

Sponsorship Amount - \$1,250
Spaces Available - 1

Sponsor Benefits

Inclusion on promotional materials where appropriate, including:

- Storefront posters
- Select online advertising
- Select print advertising

Inclusion on event web page on downtowncapegirardeau.com

Inclusion on Facebook event page

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

Inclusion in weekly e-newsletter sent to downtown merchants

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

Logo included on QR code posters

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

December 2, 2022

Downtown Cape Girardeau

The Annual Downtown Holiday Open House is a family-friendly event, which includes pictures with Santa, children's activities in Santa's Workshop, and horse-drawn carriage rides. Participating businesses will be decorated and waiting with holiday merchandise, in-store deals, and special events!

	Santa's Workshop Sponsor	Carriage Ride Sponsor	Photos w/Santa Sponsor
Sponsorship Amount	\$750	\$750	\$750
Spaces Available	1	1	1
Inclusion on print marketing campaign (as appropriate)	logo	logo	logo
Inclusion on event web page	text	text	text
Inclusion in select web campaigns	x	x	x
Inclusion on Facebook event page	x	x	x
Premier signage at designated sponsored locations	x	x	x
Inclusion in What's Up Downtown email newsletter (sent to over 2,000 readers weekly)	x	x	x
On-site giveaway or display opportunities	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 features vendors that offer locally grown, handcrafted, and homemade products such as winter produce, baked goods, candies, and artisan crafts. The Grinch will be available for photos.

	Event Partner	Photos w/Grinch Sponsor
Sponsorship Amount	\$500	\$500
Spaces Available	4	1
Category exclusivity	x	
Inclusion on print marketing campaign (as appropriate)	logo	logo
Inclusion on event web page	text	text
Inclusion in select web campaigns	x	x
Logo included on signage at event	x	x
Inclusion on Facebook event page	x	x
Inclusion in weekly e-newsletter sent to downtown merchants	x	x
Inclusion in What's Up Downtown email newsletter (sent to over 2,000 readers weekly)	x	x
Mention in all media releases sent by Old Town Cape, Inc.	x	
On-site demonstration, display, or sampling opportunity	x	x

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

Year Round

www.downtowncapegirardeau.com & www.downtowncg.com

Launched in late fall of 2021, Old Town Cape's new website is easy to navigate and provides relevant information about the organization and downtown Cape Girardeau. Features of the new site include an event calendar, a business directory, relocation and new business information, and an e-commerce solution for selling Old Town Cape and downtown Cape merchandise. Imagery on the site will feature a curated selection focused on highlighting the diversity and activity of downtown Cape Girardeau.

	Site Sponsor	Site Supporter	Page Sponsor
Sponsorship Amount	\$2,000	\$1,500	\$500
Spaces Available	2	2	1 per page
Logo on home page	x	x	
Home page logo linked to preferred site	x	x	
Site analytics furnished upon request	x	x	
Category exclusivity	x	x	
Additional sponsor recognition on Facebook (where applicable)	x	x	
"Sponsored by" listed in site footer	x		
Logo as a clickable link on sponsored page only			x

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. (over 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
Open and click analytics furnished upon request	x	x
Customizable, targeted message opportunity (In order to not conflict with the newsletter, messages must be limited in length and not include events.)	x	x

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

Bi-Annual Advertisement

Old Town Cape distributes 2,000 Downtown Guides twice 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 the spring and fall. 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 per print

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!

- ☐ 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!

Champion of Old Town Cape: \$2,500

Captain of Old Town Cape: \$1,000

Keeper of Old Town Cape: \$500

Guardian of Old Town Cape: \$300

Friend of Old Town Cape: below \$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**

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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**

Revivify

- ☐ Presenting Sponsor **\$3,000**
- ☐ Premier Event Sponsor **\$2,000**
- ☐ Entertainment Sponsor **\$3,000**
- ☐ Technology Sponsor **\$500**
- ☐ Table Sponsor **\$1,000**
- ☐ Photobooth Sponsor **\$750**
- ☐ Silent Auction Sponsor **\$500**
- ☐ Wine Pull Sponsor **In-Kind**
- ☐ Raffle Sponsor **\$500**
- ☐ Volunteer Sponsor **\$1,000**

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 Shopping Spree

- ☐ Sponsor **\$1,250**

Downtown Holiday Open House

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

Holiday Bazaar

- ☐ Event Partner **\$500**
- ☐ Photos w/Grinch Sponsor **\$500**

Website

- ☐ Site Sponsor **\$2,000**
- ☐ Site Supporter **\$1,500**
- ☐ Page Sponsor **\$500**

Newsletters

- ☐ Downtown Merchants **\$500**
- ☐ What's Up Downtown **\$500**

Downtown Guides

- ☐ 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.