



Sponsorship Opportunities

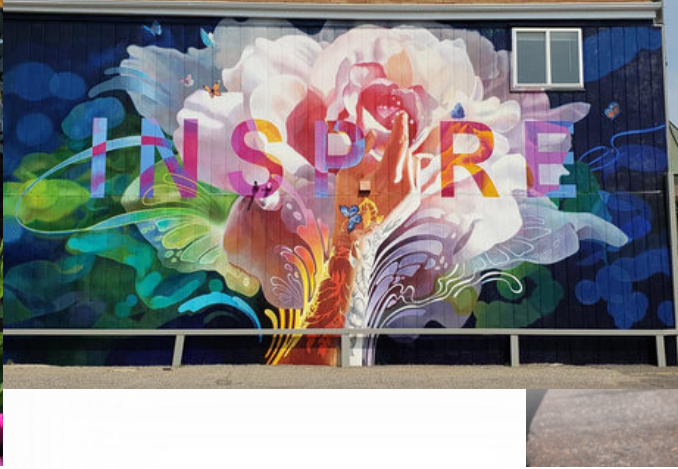


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Our Mission & Purpose



The Iron Mountain Downtown Development Authority (DDA) mission is to promote economic development by organizing community events, attracting new businesses, and advancing beautification and historic preservation within the Downtown District. Events bring the community together and serve as a catalyst for attracting new businesses to the downtown area. Beautification, historic preservation, and city planning activities ensure that Downtown Iron Mountain is an attractive place to celebrate and enjoy our rich heritage.

Why Be A Sponsor and Partner with the DDA?

Sponsoring Downtown Iron Mountain events and activities means aligning your organization with a cause that goes beyond business – it's about community, growth, and historic preservation. By becoming a sponsor, your organization directly contributes to the economic vitality of Iron Mountain while enjoying unique opportunities for marketing exposure.

Your organization's contribution goes well beyond your initial investment. Sponsorship and other funds managed by the Downtown Development Authority go into Downtown Iron Mountain for planning & conducting events, awarding building improvement grants, creating public spaces, promoting downtown businesses, and city planning programs that aim to implement a vision for the future of the community for years to come.

Sponsorship Opportunities

- Out To Lunch (summer concert series)
- Downtown Flowers
- Farmers & Artisans Market
- Downtown Stage
- Brew Fest
- Italian Fest
- Oktoberfest
- Pumpkin Walk
- Girls Night Out

Sponsorship Benefits

- Amount of exposure depends on contribution
- Direct exposure at events (signage, mentions)
- Name mentioned in newspaper articles
- Name mentioned in radio interviews and ads
- Name mentioned in TV interviews and stories
- Name and logo, links on website pages
- Name mentioned and links on social media
- Name and logo on table tent advertising
- Name and logo on DDA Facebook event and DDA Facebook main page cover images



Brew Fest

June 8, 2024

	Signature \$5,500	Music \$3000	Platinum \$1000	Gold \$750	Silver \$500	Supporter \$200
PROMINENT LOGO ON POSTER	★	★	★	★	★	★
PROMINENT LOGO ON TABLE TOP TENTS AT EVENT	★	★	★	★	★	★
PROMINENT LOGO ON WEB	★	★	★	★	★	
MENTIONED IN FRONT PAGE NEWSPAPER EDITORIAL	★	★	★	★	★	
SOCIAL MEDIA - LOGO ON FACEBOOK COVER IMAGE TAGGED IN MAIN SOCIAL MEDIA POST & SOCIAL ADVERTISING	★	★	★	★		
COMPANY BANNER UP AT FESTIVAL	8	4	2			
FREE ADMISSION TICKETS						
ALWAYS MENTIONED WHEN PROMOTING ENTERTAINMENT	★	★				
MENTIONED IN RADIO ADVERTISING AND INTERVIEWS						
CO-HOST SOCIAL MEDIA EVENT	★					
ONE SOCIAL POST OF YOURS POSTED ON OUR ACCOUNT						
MENTIONED IN OPENING WEBSITE DESCRIPTION	★					
MENTIONED ON ALL PRINT MARKETING						
SECOND COMPANY BANNER UP AT ENTRANCE	★					
MENTIONED MULTIPLE TIMES THROUGHOUT POSTING						
MENTIONED ON SEASON LONG TABLE TENT ADVERTISING	★					
DISTRIBUTED THROUGHOUT IRON MOUNTAIN BUSINESSES						
ANNOUNCED FIRST IN ALL MARKETING MATERIALS, MARKETING AND ADVERTISING	★					

6th Annual Festival featuring Michigan Breweries and Distilleries.

Day Time Event: 12-5pm
Attendance Limited to 500
Food Trucks - Casual Atmosphere -
Live Music - Outdoor Games

Heavy Advertising leading up to Festival
21+ event ONLY

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Brew Fest is an adult only event (21+) featuring over a dozen vendors, with majority of our attendance being 25-45 years old. We have created an exclusive atmosphere and provide the opportunity to taste test over 50 varieties of beverages. Please Email Kenzie at Events@downtownironmountain.com

Brew Fest coincides with Millie Hill Enduro, an event by Iron Hills Cycling with brings mountain bike riders to Iron Mountain. Marketing towards 21+ in surrounding around and northeast Wisconsin.





Italian Fest

August 10, 2024

	Signature \$6,500	Music \$4000	Children Area \$3500	Platinum \$1000	Gold \$750	Silver \$500
PROMINENT LOGO ON WEB	★	★	★	★	★	★
PROMINENT LOGO ON POSTER	★	★	★	★	★	★
PROMINENT LOGO ON TABLE TOP TENTS AT EVENT	★	★	★	★	★	★
MENTIONED IN FRONT PAGE NEWSPAPER EDITORIAL	★	★	★	★	★	★
SOCIAL MEDIA - LOGO ON FACEBOOK COVER IMAGE	★	★	★	★	★	
TAGGED IN MAIN SOCIAL MEDIA POST & SOCIAL ADVERTISING	★	★	★	★	★	
COMPANY BANNER UP AT FESTIVAL	30	25	20	10		
FREE ADMISSION TICKETS						
ALWAYS MENTIONED WHEN PROMOTING CHILDRENS AREA	★		★			
MENTIONED IN RADIO ADVERTISING						
ALWAYS MENTIONED WHEN PROMOTING ENTERTAINMENT	★	★				
MENTIONED IN RADIO ADVERTISING AND INTERVIEWS						
CO-HOST SOCIAL MEDIA EVENT	★	★	★			
ONE SOCIAL POST OF YOURS POSTED ON OUR ACCOUNT						
MENTIONED IN OPENING WEBSITE DESCRIPTION	★					
MENTIONED ON ALL PRINT MARKETING						
SECOND COMPANY BANNER UP AT ENTRANCE	★					
MENTIONED MULTIPLE TIMES THROUGHOUT POSTING						
MENTIONED ON SEASON LONG TABLE TENT ADVERTISING	★					
DISTRIBUTED THROUGHOUT IRON MOUNTAIN BUSINESSES						
ANNOUNCED FIRST IN ALL MARKETING MATERIALS, MARKETING AND ADVERTISING	★					

17th annual Festival
 Authentic local Italian food
 11 Hour event - 2000+ attendees
 -Children 12 and under
 free festival entry

Heavy Advertising leading up to festival

Sponsoring DDA events and activities means aligning your organization with a cause that goes beyond business—it's about community, growth, and preservation. By becoming a sponsor, your organization directly contributes to the economic vitality of Iron Mountain while enjoying unique opportunities for marketing exposure.

Iron Mountain would not be the same without Italian Fest! Family members travel in and join together for a heritage rich weekend. Ages 0-100 can be found attending as family traditions continue. Please contact Kenzie at Events@downtownironmountain.com

Italian Fest coincides with our local DTN (Dickinson Trail Network) and their Tour de Dickinson bike event.





Oktoberfest

September 28, 2024

	Signature \$6,500	Music \$4000	Children Area \$3000	Platinum \$1000	Gold \$750	Silver \$500
PROMINENT LOGO ON WEB PROMINENT LOGO ON POSTER	★	★	★	★	★	★
PROMINENT LOGO ON TABLE TOP TENTS AT EVENT MENTIONED IN FRONT PAGE NEWSPAPER EDITORIAL	★	★	★	★	★	★
SOCIAL MEDIA - LOGO ON FACEBOOK COVER IMAGE TAGGED IN MAIN SOCIAL MEDIA POST & SOCIAL ADVERTISING	★	★	★	★	★	
COMPANY BANNER UP AT FESTIVAL FREE ADMISSION TICKETS	30	25	15	10		
ALWAYS MENTIONED WHEN PROMOTING CHILDRENS AREA MENTIONED IN RADIO ADVERTISING	★		★			
ALWAYS MENTIONED WHEN PROMOTING ENTERTAINMENT MENTIONED IN RADIO ADVERTISING AND INTERVIEWS	★	★				
CO-HOST SOCIAL MEDIA EVENT ONE SOCIAL POST OF YOURS POSTED ON OUR ACCOUNT	★	★	★			
MENTIONED IN OPENING WEBSITE DESCRIPTION MENTIONED ON ALL PRINT MARKETING	★					
SECOND COMPANY BANNER UP AT ENTRANCE MENTIONED MULTIPLE TIMES THROUGHOUT POSTING	★					
MENTIONED ON SEASON LONG TABLE TENT ADVERTISING DISTRIBUTED THROUGHOUT IRON MOUNTAIN BUSINESSES	★					
ANNOUNCED FIRST IN ALL MARKETING MATERIALS, MARKETING AND ADVERTISING	★					

10th Annual Oktoberfest
 German features and energetic Live
 Music
 10 Hour event - 1500+ attendees
 -Children 12 and under
 free festival entry

Heavy Advertising leading up to festival

Sponsoring DDA events and activities means aligning your organization with a cause that goes beyond business—it's about community, growth, and preservation. By becoming a sponsor, your organization directly contributes to the economic vitality of Iron Mountain while enjoying unique opportunities for marketing exposure.

Oktoberfest provides fun for all ages. With popular bands drawing in our night crowd, our Children's Area brings families in the early afternoon hours. Outdoor games set up near the stage creates a draw to stay all night long. A large portion of attendance 30-55 years old. Please contact Kenzie at Events@downtownironmountain.com





Downtown Flowers

June - October 2024

	Signature Sponsor \$5,000	General Sponsor \$500	Supporter \$250
Name listed in the Supporters section on Downtown Beautification web page	★	★	★
Mention in pre-season social media and blog posts leading up to the summer season on June 1	★	★	
Name included in a front page editorial in local newspapers	★	★	
Clickable logo on Downtown Beautification web page	★	★	
Most prominent logo visibility on Downtown Beautification web page	★		
Organization name mentioned at top of Downtown Beautification web page	★		
Name mentioned as Beautification Signature Sponsor in radio interviews and advertising	★		
Name mentioned in 8-10 season-long social media posts and end-of-season "thank you" post	★		
Logo included on season-long table-tent advertising	★		
Prominent first mention in front page editorial in local newspapers	★		



Let's Flourish Together

Every year beginning in mid-May, the Iron Mountain Downtown Development Authority (DDA) coordinates about 30 volunteers to gather materials and assemble 40 hanging flower baskets. Then, around June 1, those volunteers fan out across Downtown Iron Mountain to install hanging planters, install flowers in 48 sidewalk planters, and plant flowers in 12 gardens. In addition, all of those planters and gardens require watering and maintenance throughout the summer season. Even with much volunteer effort and a few donations of materials and equipment, the total cost is approximately \$12,000 to \$14,000 per year.

DDA Beautification Sponsors and Supporters can take advantage of a unique opportunity to help continue making our Downtown a desirable, beautiful place to shop, dine, and celebrate! The Signature Sponsor enjoys prominent exposure on the DDA website, social media, table tent advertising, and also local newspapers, radio interviews and advertising. General Sponsors receive a few of the same benefits, while Supporters are mentioned on the Downtown Beautification web page at downtownironmountain.com/beautification.

We would love to have a conversation about the benefits of being a Beautification Sponsor or supporter. **Please contact Tim McCauley at programs@downtownironmountain.com, or call (906) 774-8534** and leave a message if we're away from the phone. Thank You for your interest in supporting Downtown Iron Mountain!



Farmers & Artisans Market

June - October 2024

Signature Sponsor \$5,000

General Sponsor \$500

Supporter \$250

	Signature Sponsor \$5,000	General Sponsor \$500	Supporter \$250
Name listed in the Supporters section on Downtown Farmers & Artisans Market web page	★	★	★
Mention in pre-season social media and blog posts leading up to the season that begins June 3	★	★	
Name included in a front page editorial in local newspapers	★	★	
Clickable logo on downtown Farmers & Artisans Market web page	★	★	
Most prominent logo visibility on Downtown Farmers & Artisans Market web page	★		
Organization name mentioned with link at top of Farmers & Artisans Market web page	★		
Name mentioned as Farmers & Artisans Market Signature Sponsor in radio interviews, advertising	★		
Name mentioned in 8-10 season-long social media posts and end-of-season "thank you" post	★		
Logo included on season-long signage on 20 Saturdays at the market	★		
Prominent first mention in front page editorial in local newspapers	★		



Partner With A Thriving Community Activity

Every Saturday morning for 20 weeks from early June to mid-October, the Farmers & Artisans Market springs up in Downtown Iron Mountain. A variety of 20-30 local vendors offer seasonal plants, fruits and vegetables, bakery treats, arts & crafts, specialty foods, and more. Over the course of the season, a combined total of 2,000 to 3,000 people visit the Market, and even more are exposed weekly to local promotions mentioning the Market and its sponsors. The Market is formally coordinated by the Iron Mountain Downtown Development Authority (DDA)

DDA Farmers & Artisans Market Sponsors get exposure to people coming downtown every Saturday to visit the market. But more significant, Sponsors benefit from prominent exposure on the DDA website and social media, as well as local newspapers, radio interviews and advertising for the Market. General Sponsors receive a few of the same benefits, while Supporters are mentioned on the Downtown Iron Mountain Farmers & Artisans Market web page at downtownironmountain.com/farmers-artisans-market.

We would love to have a conversation about the benefits of being the signature Sponsor for the Downtown Iron Mountain Farmers & Artisans Market. **Please contact Tim McCauley at programs@downtownironmountain.com, or call (906) 774-8534** and leave a message if we're away from the phone. Thank You for your interest in supporting Downtown Iron Mountain!



Downtown Stage 2024 Sponsor

Signature
Sponsor
\$5,000

Large banner with Sponsor information placed at the right side of the stage, visible from heavily used parking lot and several streets year-round	★
Sponsor mentioned alongside "Downtown Stage" in radio and TV interviews and ads for events and festivals where the stage is a hub of activity	★
Sponsor mentioned alongside "Downtown Stage" in newspaper stories or editorials for events and festivals where the stage is a hub of activity	★
Sponsor mentioned alongside "Downtown Stage" in all social media posts, web pages, blog posts, and signs where the Downtown Stage is noted	★
Sponsor mentioned on all event and festival web pages at downtownironmountain.com including clickable logos	★
Clickable logo on dedicated Downtown Stage web page at downtownironmountain.com	★



Get Prominent Repeated Exposure

Every summer in Downtown Iron Mountain, thousands of people converge in the heart of downtown for festivals, events, Farmers & Artisans Market, and other activities. The Downtown Stage is a centerpiece of that hub of activity, and represents a prime opportunity for exposure to the local market and also to many people who travel to visit Iron Mountain. The Iron Mountain Downtown Development Authority (DDA) is offering a unique and valuable sponsorship opportunity for organizations interested in such exposure.

The Downtown Stage Signature Sponsor gets direct and prominent and repeated exposure to thousands of people attending numerous festivals and events throughout the summer. These are including but not limited to the Out to Lunch summer concert series (9 dates), Brew Fest, Italian Fest, and Oktoberfest. In addition to the large Signature Sponsor banner at the side of the Downtown Stage that is **in place year round**, the Downtown Stage Signature Sponsor will also be mentioned prominently on the DDA website at downtownironmountain.com, as well as in advertising and promotions for festivals and events on social media, local newspapers, and radio interviews and advertising.

We would love to have a conversation about the benefits of being the Downtown Stage Signature Sponsor. **Please contact Tim McCauley at programs@downtownironmountain.com, or call (906) 774-8534** and leave a message if we're away from the phone. Thank You for your interest in supporting Downtown Iron Mountain!