



2026 SPONSORSHIP PACKET



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OUR MISSION & PURPOSE



The Iron Mountain Downtown Development Authority (DDA) mission is to cultivate a thriving, historic downtown destination in Iron Mountain, Michigan. The DDA drives economic growth by organizing community events, attracting new businesses, and advancing beautification and historic preservation efforts within the Downtown District.

SPONSORS

Downtown Iron Mountain thrives on collaboration and local support. Sponsorships play an essential role in bringing events, programs, and revitalization projects to life, ensuring the area continues to be a center of connection, tradition, and growth. By becoming a sponsor, your organization becomes an integral part of shaping the future of this vibrant community.

Partnering with Downtown Iron Mountain as a sponsor opens the door to meaningful community impact and tailored marketing exposure. By supporting key initiatives and events, sponsors gain access to a variety of benefits designed to maximize visibility and strengthen community ties.

SPONSORSHIP OPPORTUNITIES

- Small Business Week**
- Out To Lunch**
- Downtown Flowers**
- Farmers & Artisans Market**
- Downtown Stage**
- June Event**
- Italian Fest**
- Oktoberfest**
- Pumpkin Walk**
- Girls Night Out**
- Christmas Walk**

SPONSORSHIP BENEFITS

- Direct Event Exposure:** Signage and banners displayed at events
- Media Coverage:** Inclusion in local advertising
- Television Exposure:** Recognition in news stories
- Online Presence:** Sponsor name and logo on event webpages and blogs with clickable links.
- Social Media Promotion:** Sponsor contribution highlighted on DDA social media platforms.

***Disclaimer: Sponsorship tiers with limited availability will have a number (#) next to their name**



Out to Lunch

Thursdays June 11 - August 13

Season Sponsor (\$4000)
Concert Sponsors (\$550)

| | | |
|---|--|--|
| Name and logo displayed with a link to your website on the Out to Lunch web page | | |
| Name included in newspaper promotions for the Out to Lunch concert of the week | | |
| Name included in advertising and promotions for the Out to Lunch concert of the week | | |
| Business name thanked on social media posts for the Out to Lunch concert of the week | | |
| Opportunity to set up table/booth at Out To Lunch Concert | | |
| Named as Season Sponsor on the Out to Lunch Facebook event cover and weekly posts | | |
| Name / logo displayed prominently at the top of the Out to Lunch poster as the Season Sponsor | | |
| Prominent first mention in front page editorial in local newspaper announcing the Out to Lunch season | | |
| Opportunity to make an announcement at every Out to Lunch concert | | |
| Prominent mention in DDA Monthly Newsletter during Out To Lunch Season and post season | | |



Annual 10-Week Outdoor Summer Concert Series!

For 10 weeks, the Out to Lunch summer concert series takes over the Downtown Stage. With a new artist and music genre featured each week, Out to Lunch offers the perfect mid-day break to enjoy great tunes, good vibes, and sunshine with friends and family. Throughout the 10-week season, between 2,000 and 3,000 people attend the concert series, with weekly exposure through promotions that highlight the event and its sponsors.

Sponsorships play a vital role in ensuring the Downtown Development Authority can continue this beloved summer tradition while also compensating musicians and entertainers with fair, reasonable performance fees. Out to Lunch is proudly organized by the non-profit Friends of the Iron Mountain DDA and made possible through strong community and business support. The Out to Lunch Season Sponsor receives recurring exposure through the hundreds of visitors who come downtown each Thursday for the concert series. Both Season and Concert Sponsors receive significant visibility through the DDA website and newsletter, social media, local newspapers, and additional marketing—ensuring broad community recognition and meaningful support for your business.

Interested in sponsoring an Out To Lunch concert? **Please contact Katherine Mentel at events@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!

To learn more about Out to Lunch, visit downtownironmountain.com/out-to-lunch.



Downtown Flowers

June - October

Signature
Sponsor (\$5,000)

Gold
\$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 most prominently on 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 | ★ | | |
| Mentioned prominently in DDA monthly email newsletter during the summer season | ★ | | |
| 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 35 hanging flower baskets. Then, around June 1, those volunteers fan out across Downtown Iron Mountain to install hanging planters, install flowers in 45 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 6 - October 10

Signature
Sponsor (\$5,000)

Gold
\$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 in early June | ★ | ★ | |
| 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 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 30-40 local vendors offer seasonal plants, fruits and vegetables, bakery treats, arts & crafts, specialty foods, and more. Over the course of the season, an estimated 10,000 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

June 1, 2026 - May 31, 2027

Season
Sponsor (1)
\$5500

| | |
|---|---|
| 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 Season 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 (10 dates), New June Event, 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 discuss the benefits of serving as 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!

To learn more about the Downtown Stage, visit downtownironmountain.com/downtown-stage.



Summer Kickoff Event

June 20 | 12 PM - Evening

| | Signature (\$5500) | Music (\$3000) | Activity Zone (\$2500) | Platinum (\$1000) | Gold (\$500) | Supporter (\$250) |
|---|--------------------|----------------|------------------------|-------------------|--------------|-------------------|
| Free admission tickets | 30 | 25 | 20 | 15 | 10 | 5 |
| Prominent logo on website Mentioned in front page newspaper editorial | ★ | ★ | ★ | ★ | ★ | ★ |
| Logo on event poster & table top tents at the event in high traffic areas; mentioned during event | ★ | ★ | ★ | ★ | ★ | |
| Social Media - Logo on Facebook cover image and tagged in main posts & ads | ★ | ★ | ★ | ★ | | |
| Company banner up at Festival | ★ | ★ | ★ | ★ | | |
| Specifically highlighted for sponsorship type in marketing (i.e., Activity Zone Sponsor) | ★ | ★ | ★ | | | |
| Mentioned in opening website description Mentioned on all print marketing | ★ | | | | | |
| Second Company banner up at the entrance Mentioned throughout the event time | ★ | | | | | |
| Co-host of Facebook event | ★ | | | | | |
| Mentioned as Signature Sponsor in DDA newsletter and a prominent mention in event blog post | ★ | | | | | |

Celebrate the Kickoff to Summer in Downtown Iron Mountain!

In June 2026, Downtown Iron Mountain will debut a brand-new summer kickoff event celebrating the best of small-town summer. Open to all ages, this new event will bring residents and visitors downtown for a welcoming, community-focused experience that highlights everything people love about summertime in Iron Mountain.

The event will feature live music, specialty activities, great food, and more—drawing families, young adults, and community members throughout the day. As a sponsor, your business will benefit from meaningful exposure through event marketing, on-site visibility, and engagement with attendees.

Sponsoring this new event also means being part of building a new community tradition in Downtown Iron Mountain. Your support helps lay the foundation for an event designed to grow and evolve in future years, positioning your business as a supporter of downtown vitality and local connection. To learn more about sponsorship opportunities, **please contact Katherine Mentel at events@downtownironmountain.com or call (906) 774-8534** and leave a message if we're unavailable. Thank you for your interest in supporting Downtown Iron Mountain!



Italian Fest

August 8 | 12 PM - 11 PM



Music (1)
\$4000

Children's Area (1)
\$3500

Platinum
\$1000

Gold
\$500

| | 30 | 25 | 20 | 15 | 10 |
|--|----|----|----|----|----|
| Free admission tickets | | | | | |
| Prominent logo on website | ★ | ★ | ★ | ★ | ★ |
| 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 and tagged in main posts & ads | ★ | ★ | ★ | ★ | |
| Company banner up at Festival | ★ | ★ | ★ | ★ | |
| Mentioned when promoting Children's Area | ★ | | | | |
| Highlighted in radio advertising and interviews | | | ★ | | |
| Mentioned when promoting entertainment | ★ | ★ | | | |
| Mentioned in advertising | | | | | |
| Co-host social media event with DDA | ★ | ★ | ★ | | |
| Mentioned in website description | ★ | | | | |
| Mentioned on all print marketing | | | | | |
| Second company banner up at entrance | ★ | | | | |
| Mentioned multiple times throughout posting | ★ | | | | |
| Mentioned prominently in the DDA monthly email newsletter and a blog post prior to the event | ★ | | | | |
| Announced first in all marketing materials, posts, and advertising | ★ | | | | |



Celebrate Iron Mountain's Rich Italian Heritage!

Iron Mountain wouldn't be the same without the beloved Italian Fest, now celebrating its 19th year! This 11-hour festival brings families together, with over 1,200 attendees enjoying the festivities each year. Savor authentic local Italian cuisine, soak in the festive atmosphere, and join a celebration that welcomes all ages.

Sponsoring Italian Fest is an opportunity to connect with the community and support local tradition. With 1,200+ attendees, including both local residents and visitors, the festival provides excellent exposure for your business while showcasing your commitment to the area. Learn more about Italian Fest at downtownironmountain.com/italian-fest.

We would love to have a conversation about the benefits of being a Italian Fest sponsor. Please contact **Katherine Mentel at events@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!



Oktoberfest

September 26 | 12 PM - 9 PM

| | Signature (\$6500) | Music (\$4000) | Children's Area (\$3000) | Platinum (\$1000) | Gold (\$500) |
|--|--------------------|----------------|--------------------------|-------------------|--------------|
|--|--------------------|----------------|--------------------------|-------------------|--------------|

| | | | | | |
|--|----|----|----|----|----|
| Free admission tickets | 30 | 25 | 20 | 15 | 10 |
| Prominent logo on website | ★ | ★ | ★ | ★ | ★ |
| 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 and tagged in main posts & ads | ★ | ★ | ★ | ★ | |
| Company banner up at Festival | ★ | ★ | ★ | ★ | |
| Mentioned when promoting the Children's Area | ★ | | ★ | | |
| Highlighted in advertising | | | | | |
| Mentioned when promoting entertainment | ★ | ★ | | | |
| Mentioned in advertising | | | | | |
| Co-host social media event with DDA | ★ | ★ | ★ | | |
| Mentioned in website description | ★ | | | | |
| Mentioned on all print marketing | | | | | |
| Second company banner up at entrance | ★ | | | | |
| Mentioned multiple times throughout posting | ★ | | | | |
| Mentioned prominently in DDA monthly email newsletter prior to the event | ★ | | | | |
| Announced first in all marketing materials, posts, and advertising | ★ | | | | |



Prost To Friends and Family at IM Oktoberfest!

Join us for the 12th Annual Oktoberfest celebration in Downtown Iron Mountain! This unique local tradition showcases Bavarian culture and attracts hundreds of residents and visitors for a day filled with mouthwatering food, refreshing Oktoberfest beers, Polka music, and activities for both adults and children.

By sponsoring the 12th Annual Oktoberfest, your business will gain excellent exposure to a large and engaged audience. It's a valuable opportunity to connect with the local community while supporting a fun cultural event that attracts both locals and tourists. In 2025, we saw about 1000 attendees! To learn more about Oktoberfest, visit downtownironmountain.com/oktoberfest.

We would be delighted to discuss the benefits of becoming an Oktoberfest sponsor. **Please reach out to Katherine Mentel at events@downtownironmountain.com, or call (906) 774-8534** and leave a message if we are unable to answer immediately. Thank you for your interest in supporting Downtown Iron Mountain!



Girls Night Out

November 12 | 5 PM - 9:30 PM



| | | | |
|---|---|---|---|
| Name listed in the sponsors section on Girls Night Out web page with clickable logo | ★ | ★ | ★ |
| Prominent logo on signage at event | ★ | ★ | ★ |
| Prominent logo on event poster & Facebook event cover | ★ | ★ | ★ |
| Tagged in main social media posts & ads | ★ | ★ | ★ |
| Mentioned in front page newspaper editorial | ★ | ★ | ★ |
| Specifically called out as sponsor type (ie, Signature, Music, or Bingo) in advertising | ★ | ★ | ★ |
| Business Logo on the Business Bingo card | ★ | | ★ |
| Announced as Music Sponsor during After Party | ★ | ★ | |
| Announced as Signature Sponsor during After Party | | ★ | |
| Co-host social media event with the DDA | ★ | | |
| Mentioned prominently in DDA monthly email newsletter prior to the event | ★ | | |
| Announced first in all marketing materials, posts, and advertising | ★ | | |
| Prominent Logo on Girls Night Out Ad-Pack | ★ | | |
| Organization name mentioned most prominently on Girls Night Out web page | ★ | | |



Shop, Dine, and Socialize in Downtown Iron Mountain!

Girls Night Out is the most anticipated shopping event of the year in Downtown Iron Mountain! In 2026, we will offer "Bingo" as a way for attendees to engage with participating Girls Night Out businesses. With over 2,000 attendees and dozens of local businesses, Girls Night Out is a driving force of economic growth in our vibrant downtown.

Sponsoring Girls Night Out is the perfect opportunity to gain prominent exposure. Your business will be highlighted through extensive promotion in downtown and beyond, creating valuable connections with local businesses, residents, and visitors alike.

We would be delighted to discuss the benefits of becoming an Girls Night Out sponsor. **Please reach out to Katherine Mentel at events@downtownironmountain.com, or call (906) 774-8534** and leave a message if we are unable to answer immediately. Thank you for your interest in supporting Downtown Iron Mountain!

To learn more about Girls Night Out, please visit downtownironmountain.com/girls-night-out.

Other Ways to Get Involved!

Volunteer Opportunities

Just like sponsors, volunteers play an essential role in bringing events, programs, and revitalization projects to life in Downtown Iron Mountain! All festival volunteers receive FREE admission, plus drink and food vouchers.

Build a Volunteer Team at your Business! Encouraging employees to volunteer benefits both the business and the community. Volunteering fosters team building, boosts morale, and enhances employee engagement, creating a positive work culture. It also helps businesses strengthen their connection with the community, improve their public image, and demonstrate a commitment to social responsibility.

Want to volunteer as an individual? Volunteering is a great way for individuals to make a positive impact while also gaining personal rewards. Beyond the immediate satisfaction of making a difference, volunteering provides individuals the opportunity to give back to their local community, gain new skills, and meet like-minded people.

Student Volunteers! It's never too early to start volunteering. Whether you are in middle school, high school, or college, volunteering at DDA events provides hands on experience that translates to better communication skills, work ethic, and enhances scholarship or college admission applications.

Serve on the DDA Board of Directors! If you are looking to get more involved in DDA planning and operations, consider applying to be on our volunteer Board of Directors, which meets monthly to coordinate and plan DDA operations. Each Board member serves a 4-year term.

Committee Volunteer Opportunities! The DDA is always looking for fresh ideas and passionate members to join our committees. We have three amazing committees where all the planning happens: Beautification, Events, and Business Development!

In-Kind Sponsorships & Raffle Baskets

In-Kind Sponsorships for supplies, marketing, radio exposure, and more are always appreciated. **Raffle Baskets** will be featured at Italian Fest in 2026. Donating a basket or item is an opportunity to showcase support for local events while increasing business visibility.

For more information, please contact Event Coordinator, Katherine Mentel, at events@downtownironmountain.com or Program Coordinator, Tim McCauley, at programs@downtownironmountain.com. You can also call (906) 774-8534.

