



## Mississippi Main Street Association

### 2012 Sponsorship Proposal

#### Why your Sponsorship Matters

Mississippi Main Street Association currently assists more than 75 towns and cities in Mississippi in community revitalization efforts that include economic development and historic preservation. Our member communities benefit from our staff's expertise in the Main Street Four Point Approach®: Design, Promotion, Economic Restructuring and Organization. Since 1993, when recording began, Mississippi Main Street Association has been responsible for more than \$4 billion in combined public and private investment across the state. Below are the cumulative re-investment figures from our Main Street Communities for 2011.

#### 2011 Revitalization Results

New Businesses (net): 125  
Business Expansions: 47  
New Jobs (net): 415  
Public Dollars Invested: \$39,300,716  
Private Dollars Invested: \$20,605,133  
Façade Rehabs: 56  
Upper Floor Housing: 81  
Volunteer Hours: 26,955

#### 2012 Sponsorship Opportunities

##### Four-Point Trainings (Choose one or more)

**Sponsorships starting at \$250**

- Promotion (Back Stage Pass Conference, Jan. 24-25 in Bay St. Louis)
- Economic Restructuring (April 26-27 in Biloxi)
- Design (Oct. 16-17 in Clinton)

##### Other Trainings

**Sponsor for \$150**

- New Manager and Board Orientation
- Regional Manager Meetings

### **Benefits of Sponsorship**

1. Invitation to attend training events and one free registration.
2. Company banner displayed at event and public recognition.
3. Company logo included in all promotion for event (Website, Enewsletter, Emails, Handouts, etc.)
4. Special Recognition on MMSA website, monthly Enewsletter (to more than 2,500) and weekly Manager Blasts (to more than 100 managers/members).

### **Destination Downtown in Rogers, Arkansas**

**State Lunch Sponsor - \$500**

- Annual tri-state Main Street Conference for Mississippi, Louisiana and Arkansas
  - Sept. 17-19, 2012

### **Benefits of Sponsorship**

1. Sign with Company Logo displayed at event site.
2. Invitation to attend event and registration discount.
3. Special public recognition at event.
4. Company Logo included in all promotion for event (Website, Enewsletter, brochures, etc.)

### **Main Street Awards Luncheon**

**Sponsorship - \$750\***

- June 21, 2012 (Old Capitol Inn, Jackson)

### **Benefits of Sponsorship**

1. Sign with Company Logo displayed at event site.
2. Invitation to attend event.
3. Public recognition at event.
4. Company Logo included in all promotion for event (Invitation, Website, Enewsletter, brochures, etc.)
5. Special Recognition as Sponsor on MMSA website.

\* Multiple sponsorships are available.

### **Mississippi Night**

**Sponsorship - \$500\***

- Held during annual National Main Streets Conference
  - March 30-April 4, 2012 in Baltimore, MD

### **Benefits of Sponsorship**

1. Sign with Company Logo displayed at event site.
2. Invitation to attend all 2010 events.
3. Public recognition at event.
4. Company Logo included in all promotion for event (Website, Enewsletter, brochures, etc.)
5. Special Recognition as Sponsor on MMSA website.

\* Multiple sponsorships are available.

## **Digital Sponsorship**

You can now become a paperless Sponsor of Mississippi Main Street! According to Allen Consulting, Inc., the value of digital advertising is worth \$75 per 1,000 clicks. This sponsorship can be monthly, quarterly or annually. Amount base on average page views per month.

- **Monthly: \$100**
- **Quarterly: \$300**
- **Annually: \$1000**

## **Benefits of Sponsorship**

1. Company Recognition on Monthly Enewsletter – sent to more than 2,500 people each month.
2. Company recognition Weekly Manager Blasts – sent to more than 120 Managers, Network and Association Members each week.

## **Additional Opportunities to Partner with Main Street**

- **Friend of Main Street - \$100** Annually

Become a partner in downtown revitalization in Mississippi. Your contribution will support our revitalization efforts in more than 75 towns and cities throughout the state that are committed to downtown development and preservation.

## **Friend Benefits**

- Monthly Enewsletter subscription
- Invitation to Annual Awards Luncheon and other special events
- Listing on Mississippi Main Street Association website
  
- **Allied Member - \$250** Annually

Allied members are providers of products and services related to downtown revitalization and economic development who want access to the Mississippi Main Street Association network of commercial districts in the state.

## **Allied Member Benefits**

- Monthly Enewsletter
- Invitation to Annual Awards Luncheon and other special events
- Membership contact list
- Exhibitor discount at Destination Downtown (annual tri-state Main Street Conference for Mississippi, Louisiana and Arkansas)
- Listing in our online Allied Members Directory\*

\*Disclaimer of Endorsement: Any mention of a product, service, company or sole proprietor in the MMSA website or in links to this website shall not constitute nor be construed as an endorsement of any such product, service, company or sole proprietor by MMSA.

Please fill out and return this form.

Yes, I will sponsor the following MMSA event(s) in 2012:

1 - \_\_\_\_\_ Sponsorship cost: \_\_\_\_\_

2 - \_\_\_\_\_ Sponsorship cost: \_\_\_\_\_

3 - \_\_\_\_\_ Sponsorship cost: \_\_\_\_\_

Would you like to become a Main Street Member?

\_\_\_\_\_ \$100 Friend of Main Street (Individual)

\_\_\_\_\_ \$250 Allied Member (Professional Organization)

\$\_\_\_\_\_ Total contribution

Payment may be made securely online through PayPal (go to [www.msmainstreet.com](http://www.msmainstreet.com) and select "Donate" option) or by mailing check to:

**Mississippi Main Street Association**  
**308 East Pearl Street, Suite 101**  
**Jackson, MS 39201**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization to be listed as sponsor: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

For more information, please call 601-944-0113 or email [jeanniewaller@msmainstreet.com](mailto:jeanniewaller@msmainstreet.com). You may fax this sheet to 601-353-3469.

MMSA is a designated 501(c) 3 tax-exempt organization by the Internal Revenue Service. Monies paid to MMSA may be tax deductible as a charitable contribution or as a trade/business expense.

