



## First Fridays Event Partnership Opportunities

An immersive experience showcasing the best of what downtown South Bend has to offer. Taking place the first Friday of each month year-round, with a different theme each month, First Fridays features live music, dining & retail specials, art receptions, kid-friendly activities, and much more.

Sponsorship Levels	Presenting \$10,000 \$40,000 Promotional Value	Visionary \$5,000 \$15,000 Promotional Value	Champion \$3,000 \$10,000 Promotional Value	Ambassador \$1,000 \$8,000 Promotional Value
<b>Appearance on Printed Materials</b>	✓	✓	✓	✓
Posters				
Magnets	✓			
<b>Appearance in Online Advertising</b>	✓	✓	✓	✓
Business featured on Facebook				
Press Release	✓	✓	✓	✓
First Fridays Website	✓	✓	✓	✓
Facebook Event Pages	✓	✓		
<b>On-site Presence</b>	✓	✓	✓	
Company banner at event				
Opportunity for booth in high-traffic area	✓	✓	✓	✓
Opportunity to distribute materials	✓	✓	✓	✓
DTSB provides tent, table, and chairs for booth	✓			
Opportunity to address the crowd via microphone at select First Fridays	✓			
<b>Extra Opportunities</b>	✓			
Naming rights: official presenting sponsor of DTSB First Fridays				
Your choice of available naming rights		✓	✓	

First Fridays related posts generated 235,240 reach and 16,271 engagement last year

First Fridays related website pages generated 46,636 page views last year.