

# Downtown South Bend

## 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.



**Presenting Sponsor: \$10,000**  
\$40,000 promotional value

**Visionary Sponsor: \$5,000**  
\$15,000 promotional value

**Champion Sponsor: \$3,000**  
\$10,000 promotional value

**Ambassador Sponsor: \$1,000**  
\$8,000 promotional value

### Appearance on Printed Materials

Posters	✓	✓	✓	✓
Magnets	✓			
SB Cubs Program	✓			

### Appearance in Press Releases

Appearance in Press Releases	✓	✓	✓	✓
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### Appearance in Online Advertising

First Fridays Website	✓	✓	✓	✓
Facebook Event Pages	✓	✓		

### On-site Presence

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	✓			

### Extra Opportunities

Naming rights: official presenting sponsor of DTSB First Fridays	✓			
Your choice of available naming rights		✓	✓	