

# INVESTMENT OPPORTUNITIES 2023







**We are Main Street Delaware, a group of working, playing, living, learning, downtown passionate people doing all we can to perpetuate the heartbeat of this fantastic little hometown.**

Main Street Delaware WORKS! As an entirely volunteer run organization, we clock over 5,600 volunteer hours per year. Main Street Delaware is a 501(c)3, non-profit organization and the ONLY economic development organization that advocates specifically for the downtown business district. Downtown is the living room of our community. It takes hard work to be sure it is a comfortable, welcoming place for all who pass. Main Street Delaware has been and continues to be the catalyst for private investments in the downtown having more than 60 million private dollars invested over the last 10 years. Working one-on-one with business and building owners to lighten the burden of government, we provide free design consultations, business trainings, and support.

Main Street Delaware LIVES! Incorporating hands, backs, and minds we invest our lives, doing what we love to support and sustain the core of our community. Our goals are scaled to our specific local community needs. Researching and implementing plans for parking, way finding signage, historic preservation guidelines and public art criteria, Main Street Delaware is also an asset to the local government. As a locally driven program our strategies depend on local, community support to develop a sense of place.

Main Street Delaware PLAYS! We have fun together, forming lifelong friendships based on our personal convictions and feelings of responsibility to our community. Any time something is done well, it is done out of a deep desire or passion for that particular thing. Main Street Delaware volunteers are nothing if not passionate. Creating place together, one project at a time.

**Meet The Team**



Courtney Hendershot  
Executive Director



Caroline Pusateri  
Program Director

**Meet The Board**



Abby Carleton  
President



Nicole Fowles  
Board Member



Elaine McCloskey  
Board Member



Jorge E. Sanclemente  
Vice President



Cole Hatcher  
Board Member



Zach Price  
Board Member



Denny Bolton  
Secretary



Sean Hughes  
Board Member



Linda Shearer  
Board Member



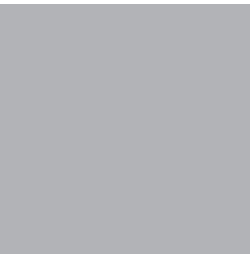
Jennifer Copley  
Treasurer



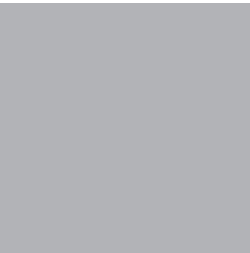
Jeff Kirby  
Board Member



Terri-Lynne Smiles  
Board Member



Mark Fowler  
Board Member



Angela Macwhinney  
Board Member



Date	Theme	Time
First Friday, January 6.....	S'moresfest .....	6 to 9 p.m.
Tuesday, January 10 .....	Pints & Pizza .....	5:30 p.m.
First Friday, February 3 .....	Presidential Scavenger Hunt .....	6 to 9 p.m.
Saturday, February 11.....	Chocolate Walk .....	12 to 6 p.m.
First Friday, March 3 .....	March for Art .....	6 to 9 p.m.
Friday, March 24 .....	Sip & Shop:National Cocktail Day .....	6 p.m.
First Friday, April 7 .....	Celebrate Earth Day .....	6 to 9 p.m.
Tuesday, April 11 .....	Pints & Pizza .....	5:30 p.m.
Wednesday, April 20 .....	Annual Dinner & Awards .....	6 p.m.
First Friday, May 5 .....	Game Night .....	6 to 9 p.m.
Saturdays, May 27 - October 28 ...	Farmers' Market .....	9 a.m. to 12 p.m.
First Friday, June 2 .....	Summer Street Fest .....	6 to 9 p.m.
Wednesday, June 21, July 19, and August 23 .....	Summer Concert Series I .....	7 to 9 p.m.
First Friday, July 7 .....	Chalk it Up for Freedom .....	6 to 9 p.m.
Tuesday, July 11 .....	Pints & Pizza .....	5:30 p.m.
Wednesday, June 21, July 19, August 23, and September 13 .....	Summer Concert Series II .....	7 to 9 p.m.
First Friday, August 4 .....	Safety on Sandusky with Walk a Mile in Her Shoe .....	6 to 9 p.m.

Date	Theme	Time
Third Thursday, August 17 .....	Makers' Market .....	6 to 9 p.m.
Wednesday, August TBD .....	Summer Concert Series III .....	7 to 9 p.m.
First Friday, September 1 .....	Back to School Bash .....	6 to 9 p.m.
Saturday, September 16 .....	Hidden Spaces .....	4 to 7 p.m.
Third Thursday, September 21 .....	Makers' Market .....	6 to 9 p.m.
First Friday, October 6 .....	Feelin' Hot Hot Hot .....	6 to 9 p.m.
Tuesday, October 10 .....	Pints & Pizza .....	5:30 p.m.
Third Thursday, October 19 .....	Makers' Market .....	6 to 9 p.m.
Saturday, October 28 .....	Trick-or-Treat Down Main Street .....	9 a.m. to 12 p.m.
First Friday, November 3 .....	Community Harvest .....	6 to 9 p.m.
Thursday, November 16 .....	Friendsgiving .....	6 p.m.
December 1-3 .....	Home for the Holidays Weekend .....	All day
First Friday, December 1 .....	Tree Lighting and More! .....	6 to 9 p.m.
Saturday, December 2 .....	Dash for Dasher Scavenger Hunt .....	11 a.m. to 1 p.m.
Sunday, December 3 .....	Christmas Parade .....	3 p.m.
Tuesday, December 12 .....	Historic Holiday Home Tour .....	6 to 9 p.m.
Thursday, December 15 .....	Makers' Market .....	6 to 9 p.m.

# 2023 EVENT CALENDAR

## Sponsorship Opportunities:

### Events:

#### First Friday: \$8,000/year; \$800/month

This community favorite takes place on the First Friday of every month in downtown Delaware, drawing about 5,000-10,000 people each month! Each month has a theme in which downtown businesses, vendors, and community partners can play along, we even close the road from April through December to allow for a street festival atmosphere. First Friday celebrations help families in the community create memories for years to come!

Designation as community investor on all promotional materials.

### Summer on Winter Concert Series:

Two to four dates throughout the summer, our concert series draws nearly 3,000 people per event to our downtown—on a Wednesday night! These events feature professional stage, sound, and lighting as well as local, well-known bands.

#### \$15,000/TITLE

Designation as community investor for the Concert Series on promotional materials including signs, posters, postcards, website, social media, and press materials. Opportunity to have a vendor booth with featured location during the event(s). Designation as Title Sponsor on top and side stage banners including logo, during all four concerts. Introduction of yourself/business on stage prior to each concert.



#### \$5,000/GOLD

Designation as community investor for the Concert Series on promotional materials including website and social media. Opportunity to have a vendor booth with featured location during the event(s). Designation as Gold Sponsor on side stage banners including logo, during all four concerts.

#### \$2,500/SILVER

Designation as community investor for the Concert Series on promotional materials including website and social media. Designation as Silver Sponsor on side stage banners including logo, during all four concerts.

### Farmers' Market:

Saturday mornings May through October local farmers, bakers, and craftsmen gather on the sidewalks in downtown Delaware to sell their home-grown and handmade items! The Main Street Farmers' Market offers an enticing array of seasonal fresh produce, meat, eggs, baked goods, live and cut flowers, plants, and honey along with hand-crafted items including homemade jewelry, macrame, signs, and more.

#### \$8,000/GOLD

Designation as community investor for the Farmers' Market on promotional materials including signs, posters, postcards, website, social media, and press materials. Opportunity to have a vendor booth at First Fridays between May and October with featured location during the event(s).

#### \$5,000/SILVER

Designation as community investor for the Farmers' Market on promotional materials including website and social media. Opportunity to have a vendor booth at First Fridays between May and October with featured location during the event(s).

#### \$2,500/BRONZE

Designation as community investor for the Farmers' Market on promotional materials including website and social media.MSD

### Makers' Market:

Our new Makers' Market will debut its second year in 2023 for the third Thursdays in August, September, October, and December! We're inviting all makers, crafters, and sellers to set up space to showcase their craft.

#### \$3,000/GOLD

Designation as community investor for the Makers' Market on promotional materials including signs, posters, postcards, website, social media, and press materials. Opportunity to have a vendor booth with featured location during the event(s).

#### \$1,500/SILVER

Designation as community investor for the Makers' Market on promotional materials including website and social media. Opportunity to have a vendor booth with featured location during the event(s).



**\$750/BRONZE**

Designation as community investor for the Makers’ Market on promotional materials including website and social media.

**App: \$250/month**

Designation as presenting sponsor on the Main Street Delaware app for the duration of one month as well as recognition on social media. Opportunity to send push notifications to app users offering coupons, deals, or specials for your business.

**Annual Gala & Awards: \$2,500**

Designation as community investor for Main Street’s Annual Gala & Awards night on promotional materials including signs, posters, postcards, website, social media, and press materials.

Main Street’s Annual Gala & Awards ceremony is a wonderful way to celebrate our organization’s previous year of accomplishments as well as honor our deserving award winners in the community!

**Hidden Spaces: \$1,500**

Held in September each year, Hidden Spaces is a self-guided walking tour of some of downtown Delaware’s “hidden” spaces. It is an opportunity for the community to see sites not typically open to the public—unfinished spaces that haven’t been touched in decades, recently renovated buildings, and even some currently under construction!

Designation as community investor for the Hidden Spaces tour on promotional materials including signs, posters, postcards, website, social media, and press materials. Opportunity to engage with the audience during the event as well as 4 tickets to participate.

**Trick or Treat/ Movie Event: \$1,500**

During the last Farmers’ Market of the season, we invite all the little ghouls and goblins to dress up and come downtown to trick-or-treat from our market vendors as well as brick and mortar businesses that wish to participate. Afterwards, head over to the Strand Theatre for a special, free showing of a Halloween favorite! This fun event draws an extra 300-500 people to our Farmers’ Market.

Designation as community investor for Trick-or-Treat Down Main Street on promotional materials including signs, posters, postcards, website, social media, and press materials.

**Chocolate Walk: \$2,500**

The Chocolate Walk is a ticketed event for any and all chocolate lovers in Central Ohio! This event brings folks from near and far to get a map of downtown businesses distributing chocolate treats, a bag for collecting them, and a reason to get out of the house in February!

Designation as community investor for the Chocolate Walk on promotional materials including signs, posters, postcards, website, social media, and press materials. Opportunity to engage with the audience during the event as well as 4 tickets to participate.

**Friendsgiving: \$2,500**

Gather around the table with friends, family, and neighbors to enjoy a traditional, made-from-scratch Thanksgiving meal, have conversation, and maybe meet a new face! A wonderful opportunity to display thankfulness during November, by giving back.

Designation as community investor for Friendsgiving on promotional materials including signs, posters, postcards, website, social media, and press materials. Opportunity to engage with the audience during the event.



**Home for the Holidays:**

**Presenting Sponsor: \$12,000**

Designation as Presenting Sponsor for everything related to Home for the Holidays Weekend, including all events listed above and additional elements! Recognition included on all promotion material including signs, posters, postcards, website, social media, banners at each respective event, and press materials as well. Opportunity to have Vendor booth with feature location during the Tree Lighting event.

**Tree Lighting: \$2,500**

Help us light & decorate the Downtown Tree for the holiday season! Designation as community investor for Home for the Holidays on promotional materials including signs, posters, postcards, website, social media, and press materials as well as designation on large banner in front of the Downtown Christmas tree for the entire month of December. Opportunity to have a vendor booth with featured location during the Tree Lighting event.

**First Friday: \$1,500**

Drawing over 15,000 people, this event is the kick-off for the Holiday season in Delaware. Designation as community investor for Home for the Holidays on promotional materials including signs, posters, postcards, website, social media, and press materials. Opportunity to have a vendor booth with featured location during the event.

**Festive Activity: \$1,500**

Activities like...bringing reindeer to downtown, inflatables, and more! Designation as community investor for Home for the Holidays on promotional materials including signs, posters, postcards, website, social media, and press materials as well as designation on a banner in front of the attraction. Opportunity to have a vendor booth with featured location during the Tree Lighting event.

**Main Stage: \$2,000**

The Main Stage is a focal point of the event where announcements take place, carolers sing, and we countdown to light up the tree! Designation as community investor for Home for the Holidays on promotional materials including signs, posters, postcards, website, social media, and press materials as well as designation on large banners framing the stage for December’s First Friday. Opportunity to have a vendor booth with featured location during the Tree Lighting event.

**Dash for Dasher: \$1,000**

A scavenger hunt for all ages — help Santa find his lost reindeer, Dasher! Designation as community investor for Dash for Dasher on promotional materials including signs, posters, postcards, website, social media, and press materials. Opportunity to have a vendor booth with featured location during the Tree Lighting event.

**Carriage Rides: \$2,500**

Horse-drawn carriage rides through downtown on Friday nights in December! Designation as community investor for Home for the Holidays on promotional materials including signs, posters, postcards, website, social media, and press materials as well as designation on banner posted to the carriage during operating hours. Opportunity to have a vendor booth with featured location during the Tree Lighting event.

**Holiday Parade: \$2,500**

A community favorite — the annual Holiday Parade takes place on the first Sunday in December! Designation as community investor for the Holiday Parade on promotional materials including signs, posters, postcards, website, social media, and press materials as well as designation as presenting sponsor on the first float in the parade. Opportunity to have a vendor booth with featured location during the Tree Lighting event.

**Santa Visit: \$5,000**

An opportunity for kids to meet Santa locally, on the weekends in December! Designation as community investor for Home for the Holidays on promotional materials including signs, posters, postcards, website, social media, and press materials as well as designation on large banner in front of the Delaware Welcome Center during Santa visits. Opportunity to have a vendor booth with featured location during the Tree Lighting event.



**Ice Skating Rink: \$10,000/Gold**

Designation as community investor for the (iceless) Ice Skating Rink on promotional materials including signs, posters, postcards, website, social media, and press materials as well as designation on a banner at event site. Opportunity to have a vendor booth with featured location during the Tree Lighting event.

**Historic Holiday Tours: \$1,500**

Where History meets Holidays! Narrated bus tours depart from Boardman Arts park and travel through the Northwest Neighborhood. Recognition included on all promotion material including signs, posters, postcards, website, social media, banners at each respective event, and press materials as well. Opportunity to have a Vendor booth with a feature location during the Tree Lighting event.





An Ohio Main Street Community

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