

Downtown Spokane First Friday



Downtown Spokane is where the community comes to celebrate and enrich their lives with culture. It is our duty to guide and grow the activities that bring our regional community together in our city's living room!

First Friday was launched in conjunction with the Spokane Arts Commission in November 2003, starting with just a dozen venues initially and growing to about 50 rotating venues today. It is designed to showcase the growing metropolitan arts, retail, dining, entertainment, and nightlife scene consistently on the first Friday of each month. Downtown retailers and restaurants joined forces with First Friday art venues to expand the possibilities this event has to offer.

First Friday is not possible without the support of businesses like yours. Wouldn't you like to see your sponsor name in the headlines? Pairing sponsors with a monthly community event is a great way to get your name out to the entire local and regional community through the extensive and consistent media coverage associated with it. As well as being associated with the pulse of Downtown revitalization that is happening right here in Spokane!

Objective

To create a broad base of high quality entertainment activity in Downtown for the entire regional community by providing activities that appeal to a wide range of market segments beyond Downtown's traditional shoppers and ultimately increase customer patronage and drive sales by encouraging the exchange among artists, business owners, and participants.

First Friday is an accessible and affordable event that can bring the community together for a shared cultural experience, and foster an appreciation for the diverse arts and a vibrant Downtown.

Description

First Friday is a self-guided tour of Downtown that takes place the first Friday of each month. The community is invited to enjoy an evening of drawings, paintings, prints, sculpture, ceramics, photography, fiber and other visual art. Take in diverse live performances, including music, dance and theatre. Along with featuring various art forms, retailers and restaurants also participate by featuring artists, having special sales, or offering First Friday menu items in their establishments.

Venues open specifically between the hours of 5-8pm and beyond to welcome, entertain, and serve patrons and visitors who use the promoted listings to create their own adventure Downtown. It's an open house, an exhibit or artist opening, a treasure hunt, a great shopping opportunity and entertainment for everyone.

For an example of First Friday listings and participating venues, visit www.firstfridayspokane.org.

2018 First Friday Dates

January 12	May 4	August 3	December 7
March 2	June 1	September 7	
April 6	July 6	November 2	

The word is out

Downtown's First Friday scene of artists, shopping, dining and attractions is emerging as Spokane's culture and entertainment frontier.

First Friday is an ideal marketing platform for reaching thousands of consumers throughout the entire year. The primary benefit of being a sponsor is the direct association with the First Friday community event(s) as well as being associated with the pulse of the Downtown revitalization happening right here in Spokane. The extensive media coverage that comes with the event is an added incentive.



Inlander Buzz *"Any city worth its salt has what's come to be called 'First Friday.' You got your art, you got your glass o'wine, you got your li'l nibblies and you got your scintillating conversation."*



Spokesman-Review *"Break out sneakers for First Friday Art Walk... the evening event when dozens of art venues in Downtown Spokane open their doors for a look at new exhibits."*

Sponsorship Opportunities

First Friday offers a variety of sponsorship opportunities to meet Sponsor needs. Custom packages are also available, tailored to meet specific marketing and promotion objectives.

Venue Sponsor | \$100

- Premier venue listing in First Friday promotions, including the Pacific Northwest Inlander and Spokane 7.
- Linked online promotions the week leading up to First Friday.
- Opportunity to host a First Friday “home base” event on selected month.*
- Official First Friday Street Flag to display during First Friday events. Yours to keep.

*Limited number available

Event Sponsor | \$1,000

Sponsor selects a specific month as underwriter of First Friday activities. Option to select more than one month.

- First Friday Event Sponsor name/logo positioned with all First Friday media promotion, including print advertising and press releases.
- Sponsor name and/or logo with link featured with First Friday in several monthly Downtown e-newsletters e-mailed out to 2,500 businesses and supporters.
- Downtownspokane.org website will include banner ad and/or logo with link on First Friday page during the selected month.
- Sponsor featured with First Friday in monthly radio ads featured on all stations, 125+ spots per month.
- First right of refusal for the same month in future years with the exception of a Presenting Sponsor commitment.

Presenting Sponsor | \$5,000

Exclusive sponsorship of 10 First Friday events, includes recognition in February and October Art Walk.

Includes everything listed above plus:

- Sponsor naming rights: “First Friday presented by Sponsor” OR “Sponsor First Friday.”
- Sponsor logo to appear on all First Friday materials including posters, postcards, schedules, etc.
- Sponsor logo/name featured with media exposure in *Inlander* monthly print ads. \$17,500+ value
- Sponsor logo/name featured with media exposure in Spokane 7 listing ad.
- Sponsor featured with First Friday in all monthly “Neverending Story” radio ads on all stations, 1,250 spots annually. \$25,000+ value
- Sponsor featured prominently on all new media promotions for First Friday including over 17,500 Downtown Spokane Twitter, Facebook and Instagram followers and 5,000 @FirstFriSpokane Twitter followers.
- Sponsor provided with electronic logo, upon request, for use in Sponsor communications to promote involvement in First Friday.

Additional Opportunities

- Additional print media opportunities may be added, including the *Spokane Journal of Business*, *Inlander Annual Manual*, and *Spokane Sizzle*. In these various targeted print media, the sponsor has the opportunity to have additional reduced-priced advertising made available to them.
- Opportunity to participate as a First Friday venue for added value promotion.
- Opportunity to participate in giveaways with media partners: radio stations, the Inlander, KREM TV.

Sponsor Commitment

Select your commitments

- Venue Sponsor | \$100
- Event Sponsor | \$1,000 per event

<input type="checkbox"/> January	<input type="checkbox"/> June	<input type="checkbox"/> November
<input type="checkbox"/> March	<input type="checkbox"/> July	<input type="checkbox"/> December
<input type="checkbox"/> April	<input type="checkbox"/> August	
<input type="checkbox"/> May	<input type="checkbox"/> September	

- 2018 Presenting Sponsor | \$5,000

Sponsor/ Business Name: _____

Mailing Address: _____

City _____ State _____ Zip _____

Contact

Name: _____

Title: _____

Email: _____ Phone: (____) _____

Please provide your sponsor/business name as you wish it to appear on print materials

Sponsor/ Business Name: _____

Web link for website: _____

Email preferred web-ready logo to lizh@downtownspokane.net.

Signature: _____ Date: _____

Please return this agreement to
Downtown Spokane Partnership
10 N Post Street, #400
Spokane, WA 99201