

# Downtown Spokane Fall Festival



*Who says that fall only works in the country? We're bringing all the fun of the farm into the heart of downtown with loads of community activities. Join us in presenting this one weekend event to celebrate Spokane's most beautiful season.*

## Your benefit

Bartering with Downtown Spokane is the idea; marketing vehicle for reaching thousands of potential and existing customers time and again. Our broad media coverage reaches throughout the Inland Northwest with the promotion of the Fall Festival and prominent placement for our sponsors. The primary benefit of being a sponsor is the direct association with the urban outdoor experience while engaging in the modern renaissance currently happening within the city core.

## 2018 Date

- Saturday October 13, 2018

## Sponsorship Opportunities

### Presenting Sponsor | \$3,000

**Exclusive** Sponsor retains first right of refusal for participation in future Fall Festival promotion.

### Sponsor naming rights

"Downtown Fall Festival presented by <Sponsor>"

### Mentions

- Sponsor logo placed with Downtown Fall Festival half-page ad in The Pacific Northwest Inlander in October. **\$4,000+ total value**
- Sponsor featured with Downtown Fall Festival in all October radio ads featured on all stations (125+ spots per month for a total of 250+ spots during July and August). **\$10,000+ total value**
- Additional print media opportunities may be added to this annual plan, including the *Spokane Journal of Business*, *Inlander Annual Manual*, *Spokane Coeur d'Alene Living* and *Spokane 7*. In various targeted print media, the sponsor has the opportunity to have additional reduced-priced advertising made available to them.

### Outreach

- Sponsor mentioned with Downtown Fall Festival title in all news releases.
- [Downtownspokane.org](http://Downtownspokane.org) web site (120,000+ annual visitors) will include banner ad and/or logo with link on Downtown Fall Festival page (7,000+ page views).
- Mentions on all Downtown Spokane new media outreach including; Facebook, Twitter, Instagram and downtown online Event Calendar.
- Sponsor name and/or logo with link featured with Downtown Fall Festival in several monthly Downtown e-newsletters e-mailed out to over 2,500 businesses and supporters.
- Sponsor logo to appear on all Downtown Fall Festival materials including posters, postcards, schedules, etc.

### Additional opportunities

- Booth space available on-site at Wall Street, permission marketing opportunities available.
- Opportunity to participate in giveaways with media partners: radio stations, print, or broadcast.

## Activation Partnerships | In-kind

- Stage: **Presenting Sponsor**
- Urban Pumpkin Patch \ Pumpkin Decorating
- Hay-bale Maze
- Petting Zoo
- Fall Market
- Food Fair
- Beer Garden

## Thank you

As Downtown Spokane's revitalization continues, the Downtown Spokane Partnership and Business Improvement District strive to promote the heart of our city to the region and keep building the synergy and momentum surrounding it. We invite Sponsors to be a part of advancing our urban vitality.

This program is not possible without the support of businesses like yours. Pairing Sponsors with a 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.

Thank you for your interest in the Downtown Fall Festival. If you have any questions or would like more information please call us at 509-456-0580 x102.