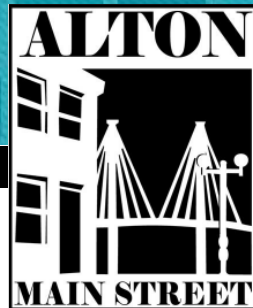


# 2017 Partnership Drive



Dear Community Partner,

When you give to Alton Main Street, you are supporting all of the things that give Alton its charm and distinct personality.

- PUBLIC ART & POCKET PARKS
- FREE FESTIVALS & CULTURAL EXPERIENCES
- LOCALLY-OWNED BUSINESSES  
& FUNKY OLD BUILDINGS

**Please become a 2017 partner of AMS  
by sending your contribution today!**

By cultivating commerce, culture, and community, we make a **HUGE IMPACT**  
**Your support is needed** so that we can preserve and improve Alton's  
historic downtown to the best of our ability

**Here's a sampling of what your financial contribution helps AMS accomplish:**

- We craft a positive image of Alton through unique events and media exposure
- We encourage economic growth by generating customers and creating networking opportunities for local businesses
- We introduce city leaders to business and property owners, which encourages public/private partnerships
- We beautify our area through public art, plantings, decorations, and litter clean-ups
- We foster collaboration – the Main Street program helps build a strong network of community resources to support projects far beyond the downtown district

**We make living, dining and shopping in the downtown district  
a beautiful, authentic, and cultural experience.**

**Are you or your staff looking for a meaningful & rewarding volunteer opportunity?**

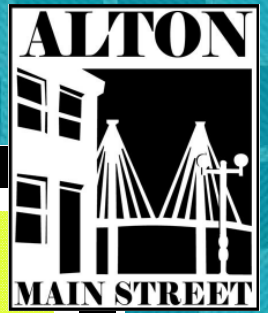
We hope that you'll join the excitement of the Alton Main Street team as we preserve Alton's past, encourage unity in the present, and create opportunity for our future.



For more information, please contact  
Sara McGibany, Executive Director  
at 463-1016 or [sara@altonmainstreet.org](mailto:sara@altonmainstreet.org)

**Share Ideas | Create Opportunities | Develop New Customers | Be Creative**

# Testimonials



"Alton Main Street has been there to support our business every step of the way. The organization provided a great start for us as a vendor at community events, assisted with finding the perfect space as we graduated to a brick & mortar location, and continues to help us attract new customers who appreciate the charm of a locally-owned bakery over a chain restaurant. This type of personalized support is invaluable to a fledgling entrepreneur, and gave us confidence that we could achieve our dream of owning our own business!" Alexandra & Lou Mattea—LuciAnna's Pastries

"I'm proud to utilize my position as a hometown journalist to provide media exposure for the projects of Alton Main Street, which is a true community asset to Downtown and beyond. The plethora of newsworthy activities that they produce is a constant source of interest for our readership; videos of AMS events garner thousands of hits on our website every year. Riverbender.com is pleased to be engaged in our partnership to maintain Alton's relevance and attractiveness as a great place to live and work. Sara McGibany, the director, is an absolute joy to work with and has her pulse on nearly everything along Main Street in Alton. The organization is fortunate to have had her at the helm for so many years." Dan Brannan – Riverbender.com / EdGlenToday.com Content Director

**STAY  
CONNECTED  
WITH  
MAIN STREET**



Quarterly ***"What's Up Downtown"*** info exchanges  
all held @ Jacoby Arts Center from 5:30 – 7:00pm  
Feb 7th • May 9th • Aug 8th • Nov 14th

"As a real estate developer, I appreciate that our community has an organization that is dedicated to promoting existing and new business growth opportunities, and matching prospective tenants with available storefronts in the downtown Alton district. Alton Main Street has been a source of multiple promising leads, and has always supported my aspirations to rehab the historic Cracker Factory building. I appreciate their continued energetic support of the entire area, and their ongoing support and patience for restoration of a significant piece of historic architecture." Mike Kelly - AltonCrackerFactory.com

"Being a professor that has researched, taught, and advocated against agricultural labor trafficking, I find it extremely important to not only support the local farming community, but also to meet and talk with the farmers. Knowing the source of my family's food is extremely important to me, and I gain confidence in knowing that my support of the Alton Farmers' & Artisans' Market draws business away from the large corporate farms known for their exploitation of labor. I find that our community's market is educational, sustainable, and adds to our quality of life on a local level while also effecting change at a global level." ~ Erin Heil



# Partnership Details



**YES! I am proud to support Alton Main Street in stimulating local economy and improving quality of life:**

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_ Website: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Please complete at your earliest convenience and mail to:**

Alton Main Street 219 Piasa Street—Suite 2B Alton, IL 62002

## **BASIC Partner — \$100**

- Your website link on the Partners page of DowntownAlton.com
- Invitations to Main Street workshops, seminars and events
- Recognition at our Annual Meeting & in our Annual Report
- Announcements in our print, radio & online media outlets - reaching thousands!
- A window decal to advertise your support

## **BRONZE Partner — \$1,000**

- BASIC + PREMIER SPONSORSHIP FOR 1 EVENT OF YOUR CHOICE
- *A gift of this size allows us to provide intensive assistance to dozens of prospective entrepreneurs and new businesses at no charge*

## **SILVER Partner — \$2,500**

- BASIC + PREMIER SPONSORSHIP FOR 3 EVENTS OF YOUR CHOICE
- *A gift of this size allows us to coordinate hundreds of hours of volunteer landscape maintenance, saving the City thousands in wages annually*

## **GOLD Partner — \$5,000**

- BASIC + ALL INCLUSIVE PREMIER SPONSORSHIP FOR ALL EVENTS
- *A gift of this size will enables us to present over 150 hours of free & family-friendly entertainment in the coming year*

RESIDENTS ARE ALSO WELCOME TO INVEST IN OUR MISSION TO PROMOTE & IMPROVE DOWNTOWN ALTON!

## **Family Partner — \$50**

## **Friend of Main Street — \$25**

# Event Highlights

**Please indicate your choice of event(s) for Premier Sponsorship benefits**  
**FULL DETAILS ON MARKETING COLLATERAL FOR EACH AVAILABLE ON REQUEST**

- Small Town - Big World** SAT, MARCH 18th - Approx. Attendance TBD
  - This new cultural celebration will reflect our richly diverse community
  - Participants will travel to multiple venues across the district to enjoy cuisine, musical performances, art exhibits and traditional clothing from many ethnicities
  
- Farmers' & Artisans' Market** MAY-OCT—Approx. Attendance - 300-1,000/week
  - 50+ events total with sponsor signage at a high traffic location
  - Features farmers and artists selling locally grown produce, homemade art, baked goods
  - Plus: live music, crafts, demos & so much more...a true community gathering place
  - Our new Night Market at Elijah P's is launching even more creative entrepreneurs
  
- All-Wheels Drive-In Car Show** SUN, JUNE 11th—Approx. Attendance - 2,000
  - Our 20th annual show will be held on 3rd Street and features hot rods and classic cars
  - Plus music and other family activities, this event will take you back to the good ol' days
  
- Mississippi Earthtones Festival** SAT, SEPT 16th—Approx. Attendance - 3,000
  - 11th Annual event as part of the State of Illinois' "It's Our River Day" initiative
  - Earth-friendly exhibitors & vendors promote "education, recreation & conservation" of the Mississippi River—plus live music, food, art & activities that are river & eco-themed
  - Volunteers have removed 27.2 tons of trash from the river to date at MEF clean-ups
  
- Downtown Chili Cook-Off** SAT, OCT 14th —Approximate Attendance - 600
  - A great civic event featuring 25+ chili cook-off teams & live music.
  - Your sponsorship comes with 8 complimentary tickets to this delicious event
  
- Economic Gardening Initiatives** Various-sized events throughout the year
  - Opportunity to have your company connected to the "shop local" movement
  - Educational and networking opportunities that advance our local economy
  - Show your support for the downtown merchants by funding marketing efforts for our retail promotion efforts, the Green Gift Bazaar, and Small Business Saturday
  
- Taste of Downtown & Community Tree Lighting NOV 16 & 17 —Attend. - 1,000**
  - Free activities at Lincoln-Douglas Square for the community: photos with Santa, trolley rides, caroling, cookies & cocoa until the Mayor flips the lights on the tree
  - Our tasting event showcases signature dishes from the area's finest restaurants & your sponsorship comes with 8 complimentary tickets to this ever-popular event

**We thank the City of Alton, the Alton Regional Convention & Visitors Bureau,  
and our 2016 corporate sponsors for their generous support:**

*Simmons Hanly Conroy, Liberty Bank, Phillips 66, Argosy Casino,  
Alton Memorial Hospital, OSF/Saint Anthony's Hospital, Illinois American Water  
Riverbender.com, TheBANK of Edwardsville, The Telegraph, AdVantage News, WBGZ Radio*