



The Downtown Management Board is developing a multi-faceted plan to drive and retain visitors to the Downtown Bay City District for the summer of 2023. The plan is to create an epicenter for the district where we can concentrate our main programming but also encourage and include the rest of the District to participate in other ways. This allows us to promote the full range of assets in the District and attract and retain visitors for more shopping, more dining, and more overall enjoyment!

Things to see!

Visitors can take in the Michigan Rock and Roll Legends Hall of Fame displays. Featuring images and information about rock and roll stars from Bay City and throughout Michigan. Displays will be located throughout the Downtown District.



Things to sit on!

Visitors and residents can stop and smell the flowers at one of the seating areas located within the street closures. Enjoy a coffee, lunch, or soak up the sun in the comfortable outdoor seating options.

Things to buy!

Adding excitement and options, Downtown will be open to weekly pop-up shops on Friday afternoons. Including goods from local artists & vendors!



Things to do!

In addition to the bustling Summer event calendar Downtown, we're bringing free street games, health & wellness classes, live music and entertainment!

A day trip, a stopover on the way up north, or the actual destination...Bay City needs to be an option for the hordes of Michigan summertime travelers. From billboards to Facebook targeting to radio, Downtown will inform travelers that Bay City is a choice destination.

The Downtown Management Board is excited for the upcoming Summer season, It's our task to keep them informed and excited about everything downtown Bay City has to offer in addition to all the great summertime programming and the multitude of events.



DOWNTOWN STREET CLOSURES SPONSORSHIP FORM

SPONSORSHIP LEVELS

- MAJOR SPONSOR** **\$2,500 - You REALLY love Bay City and you want to see our beautiful Downtown thrive!**
In addition to top placement with your logo and business name on the infamous shoe decals, you will be included first on all marketing materials, logo included in weekly Downtown emails, and your business will also be mentioned in advertising and signage including your business logo.
*Major Sponsor level is limited to 8 sponsorships
- DISPLAY SPONSOR** **\$2,000 - You love Bay City and you want to see the Michigan Rock & Roll Legends project come to life!**
Your logo on the banners and displays featuring Michigan Rock & Roll Legends as seen in the Bay County Historical Museum exhibit. These banners and displays will be placed throughout the Downtown Bay City district
*Display Sponsor level is limited to 2 sponsorships
- SPONSOR** **\$1,000 - You love-love Bay City and have a vested interest in the success of Downtown!**
We will create a vinyl shoe print with your business name or logo, to be placed throughout the street closures Downtown, and have priority placement in all marketing materials including banners, social media that will be on display all season long and included in weekly emails. Your name or business will be included on signage located in the closed streets.
*Sponsor level is limited to 12 sponsorships
- DOWNTOWN FAN** **\$250 - You love Downtown Bay City and want to show everyone you are a fan!**
We will give you a shoutout on Facebook, and we will include you in our sponsorship list which will be proudly displayed on marketing material and on a banner to be on display all season.
- CUSTOM SPONSOR** \$ **We are open to building a sponsorship just for you. From a small contribution all the way up to something pretty darn big. Let's talk!**
We so appreciate your support and look forward to seeing you Downtown!

BEAUTIFICATION AND PROGRAMMING SPONSORSHIP OPPORTUNITIES

Make our Downtown a more beautiful, vibrant place! Our beautiful planters come to life with the help of awesome people, like you! Your sponsorship pays for the plants, watering and any other maintenance that goes into making these beautiful arrangements.

- CENTER AVE. PLANTERS** **\$500-** Helps cover one of the larger pots i.e. entrance to Wenonah Park, large pots within social district, cement planters on Center/Washington. Your name affixed to planter. (14 available)
- ADOPT A POT** **\$150-** Covers a pot of flowers in your preferred corner area of Downtown, i.e. in front of your business. Your name affixed to planter.

Bring music and entertainment to our streets! Your organization or name will be listed on all marketing materials and will be proudly displayed at the event!

- EVENT** **\$500-** Sponsor family friendly activities and programming! Your organization or name will be listed on social media listings and any print or email marketing including a special shout-out the day of the event.
- MUSIC** **\$200-** Sponsor a local musician to play in our Social District. Sponsors will have their information listed on all marketing material and at the location music is being played!

DOWNTOWN STREET CLOSURES SPONSORSHIP FORM

Contact Information :

First Name : Last Name :

Address :

Phone No : E-Mail :

Sponsorship Information :

Organization :

Website :

Address :

Phone No : E-Mail :

Sponsorship Level :

Flower or Event Donation Information (If applicable)

Name to Display

Preferred Location of Flowers: (if applicable)

Signature Of Sponsor

PLEASE MAKE CHECKS PAYABLE TO
DOWNTOWN MANAGEMENT BOARD
901 Saginaw Street, Bay City, MI 48708

Checks may be mailed, dropped off or picked up!
Contact: Kellie@downtownbaycity.com
or call 989-893-3573

To be included on all print materials, submit sponsorship form by Friday, April 29th, 2022

