

CANYON MAIN STREET *Sponsorship*

THANK YOU
CANYON



Canyon just celebrated our 21st year as a Main Street City! We have been blessed to have the support of the community and local businesses and organizations. Much of the success we have had can be attributed to our sponsors. In 2023, we hosted the Giddy Up for Tex 5K, Lunch & Learn, June Jams, Movie Night on the Square, Farewell Summer Concert, Autumn Street Fest, Halloween Spooktacular and Merry Main Street. We also completed our first mural, located on the side of Palo Duro Canyon Outfitters!

We plan to host the same annual events in 2024 after the great attendance we saw in 2023. We also plan to look at potential sites for a second mural. The community and surrounding area had nothing but positive things to say about the first mural, and are excited to see more!

Please take a moment to look through the information that succeeds, which will provide you with more information on the Canyon Main Street Program, our plans for 2024, and ways you can partner with us.

Thank you for all you contribute to to our community! If you wish to participate, please complete the Sponsorship Commitment form (located on the last page) and return by March 8th (February 14th for a "Sweet Deal" discount).

Do not hesitate to call or email with any questions!

Best,

A handwritten signature in black ink that reads 'Kirstie Proctor'.

Kirstie Proctor, Program Coordinator

(806) 656-6833

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ABOUT CANYON MAIN STREET

In 2002 the City of Canyon was officially designated a Main Street city. The Texas Main Street Program is part of the Texas Historical Commission. It was started in 1981 and is one of the most successful throughout the United States. There are currently more than 40 states that participate in the national program which is hosted by the National Trust for Historic Preservation.

The Main Street methodology addresses four areas of concern and combines activities in these areas to develop a community's individual strategy for strengthening and redeveloping its central business district. The Four Point Approach encompasses Organization, Promotion, Design, and Business and Community Development. Our Canyon Economic Development Board serves as our Business, Planning and Development Committee. They strengthen our town's existing economic assets while diversifying its economic base.

The Canyon Main Street program is designed on community involvement and public-private partnerships to preserve a town's unique assets and create an inviting atmosphere in town. It is also used as a powerful tool focused on economic development within the context of historic preservation.

The Canyon Main Street Advisory Board is appointed by the city commissioners. The board is responsible for assisting in policy, review of the annual program budget and determining the goals of the program. The Advisory Board meets each month with the exception of May, July and December.

Mission Statement: To improve quality of life for the citizens of Canyon and the benefit of the overall community, through the enhancement and promotion of historic preservation, restoration, business vitality, tourism, cultural and arts awareness.

WHY PARTNER WITH US?

Canyon Main Street relies on community support to create engaging activities that bring citizens and visitors to the heart of Canyon, and create a sense of community. With support from sponsors and community partners, Canyon Main Street has been able to host free and affordable annual event offerings.

In addition, leftover funds go towards our Non-Profit to assist in community improvement projects, such as the Tex Randall Project and the new Canyon Mural Project. Our goal is to raise as much money as possible in order to make our events top-notch, and still have funds leftover for projects that benefit the economic progress of Canyon, as well as improve quality of life for our citizens and bring in more visitors.

	SPONSORSHIP LEVELS	Downtown Friends & Family \$100	Downtown Supporter \$350	Downtown Partner \$500	Downtown Leader \$1,500	Downtown Champion \$3,500	Downtown Signature Sponsor \$7,500 (starting bid)
Name on CMS website sponsor page		✓	✓	✓	✓	✓	✓
Logo on CMS website sponsor page			✓	✓	✓	✓	✓
Logo on banner to be displayed at CMS events			✓	✓	✓	✓	You get your own banner!
Link to your website/social media account on CMS website sponsor page				✓	✓	✓	✓
Monthly recognition on CMS social media accounts (9,000+ followers, FB/IG)				✓	✓	✓	✓
Full business listing (address and phone number) on CMS website sponsor page					✓	✓	✓
Name on all CMS event print advertising					✓	✓	You get your logo!
Name announced by emcee at all CMS events					✓	✓	✓
Logo on Giddy Up for Tex 5K T-shirts						✓	✓
Logo on Movie Night popcorn bags						✓	✓
Logo on Halloween Spooktacular Trick-or-Treat bags						✓	✓
Tickets to Lunch & Learn						✓ (2)	✓ (4)
Logo on all CMS event print advertising							✓
Exclusive permission to promote your business at all events							✓

SPONSORSHIP LEVELS

DOWNTOWN MERCHANT

Special sponsorship opportunity for Canyon stores and restaurants!

\$500

- Advertise your business and event specials in the Giddy Up for Tex 5K runner's packets. You will be able to provide a printed ad or coupon for the packets that every runner will receive!
- CMS will promote your event specials on our Facebook and Instagram pages. Our events bring anywhere from about 500-3,000 people to Downtown Canyon. We encourage you to run event-specific specials to take advantage of the extra foot-traffic, and we will promote them with our social media event marketing.
- Special Listing in the Shop & Dine – You may have seen our Shop & Dine cards around town; they have a QR code on them that takes you directly to a listing of all the stores and restaurants in Canyon. If you are a Downtown Merchant Sponsor, we will also include your address, phone number and a link to your website.
- Logo and name on CMS website sponsor page.
- Link to your website/social media account on CMS website sponsor page.
- Logo on banner to be displayed at CMS events.
- Monthly recognition on CMS social media accounts (9,000+ followers, FB/IG)





2024 Sponsorship Commitment Form

Company Name: _____ Address: _____

Contact Name: _____

Email: _____ Phone: _____

Please choose your sponsorship level:

- | | |
|------------------------------|---|
| DOWNTOWN FRIEND: | <input type="checkbox"/> \$100 |
| DOWNTOWN SUPPORTER: | <input type="checkbox"/> \$350 |
| DOWNTOWN PARTNER: | <input type="checkbox"/> \$500 |
| DOWNTOWN MERCHANT | <input type="checkbox"/> \$500 |
| DOWNTOWN LEADER: | <input type="checkbox"/> \$1,500 |
| DOWNTOWN CHAMPION: | <input type="checkbox"/> \$3,500 |
| *DOWNTOWN SIGNATURE SPONSOR: | <input type="checkbox"/> Starting bid \$7,500 |

**Since there is only one available sponsorship for the Downtown Signature Sponsor level, and we have had more than one business interested in past years, this level is open for bidding. This ensures everyone has a fair opportunity to participate at this level. If you are interested in becoming the 2023 Downtown Signature Sponsor, check the box above and include your sealed bid. You will then be contacted with more information on the bidding process. This level is excluded from the "Sweet Deal" discount. Title will go to the highest bidder.*

Payment Options

☐ Check enclosed ☐ Invoice us

Please make all checks payable to "Canyon Main Street" and mail attached form to:

Canyon Main Street
1605 4th Ave
Canyon, TX 79015

Questions? Call us at (806) 656-6833

DEADLINE: March 8, 2023

THANK YOU FOR YOUR SUPPORT!

Contributions are tax deductible. Canyon Main Street is a non-profit 501(c)(3) organization.

SWEET DEAL!
10% discount if received
by February 14th!