

2024

Sponsorship Packages



DOWNTOWN
FRANKFORT
INCORPORATED

KENTUCKY DISTILLED

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WITGIES NIGHT OUT

Cocktail Stroll

October 11, 2024

	Sponsorship Cost	# of Sponsors	Sponsorship Inclusions
Presenting Sponsor	\$1,500	1 <small>🔒 Taken</small>	Logo on all marketing Material: Digital, Posters, Signs, T-shirts, Cups
Cup Sponsor	\$500	2	Logo on all cups used at participating businesses
Participating Fee	\$25	∞	Credited as a participating business in promotions

A THRILLER

Trick or Treat + Parade

October 26, 2024

	Sponsorship Cost	# of Sponsors	Sponsorship Inclusions
Presenting Sponsor	\$5,000	1	<ul style="list-style-type: none">• Top Billing Logo on all event promotions• Digital Marketing• Posters• T-Shirts• Candy Bags• Radio or Cable 10 Interview Mentions• A-frame sign at event• Booth at prime location of event• Exclusivity Sponsorship
Candy Sponsor	\$1,000	3	<ul style="list-style-type: none">• Logo on all trick or treat bags• Logo on a-frame sign• Prime location setup
Facepainting Sponsor	\$500	1	<ul style="list-style-type: none">• Logo on a-frame sign• Prime location setup

DOWNTOWN FRANKFORT INC.

Candlelight WEEKEND

Nov. 7-9, 2024

Presenting (2-Day Event)
\$7,500

- Digital Marketing on Website & Social Media
- Posters & Rack Cards
- T-Shirts
- Billboard
- Newspaper Ad
- Radio or Cable 10 Interview Mentions
- Sponsor Remarks at Tree Lighting Ceremony
- Exclusivity Sponsorship

 Taken

Carriage (2-Day Event)
\$2,500

- Listed as attraction sponsor on event page of website & facebook
- Sponsored Sign on A-Frame at the Line
- Sign on both sides of the Carriage

Petting Zoo (2-Day Event)
\$2,500

- Listed as attraction sponsor on event page of website & facebook
- Sponsored Sign on A-Frame at Petting Zoo
- Booth setup at the petting zoom

Window Display Sponsor
\$1,500

- Sign at main street points with logo and QR code to vote
- Participation of video interview for participating businesses
- Picture with winning business posted to social media

Vendor Fee
\$75

- Booth setup to sell products

Downtown Frankfort, Inc.

Food Weeks

Food Week	Sponsorship Cost	# of Sponsors	Sponsorship Inclusions
Burger Week	\$500	∞	<ul style="list-style-type: none">• Logo on all promotions: Digital Marketing & Posters
Chocolate/Sweet Stroll	\$500	∞	<ul style="list-style-type: none">• Logo on all promotions: Digital Marketing & Posters
Hot Brown Trail	\$500	∞	<ul style="list-style-type: none">• Logo on all promotions: Digital Marketing & Posters
Bourbon Week	\$500	∞	<ul style="list-style-type: none">• Logo on all promotions: Digital Marketing & Posters

Downtown
DERBY
Celebration

May 4, 2024

	Sponsorship Cost	# of Sponsors	Sponsorship Inclusions
Presenting Sponsor	\$5,000	1 🔒 Taken	<ul style="list-style-type: none"> • Top Billing Logo on all event promotions: Digital Marketing, Posters, T-Shirts, rack cards, • Radio or Cable 10 Interview Mentions. • A-frame sign at event • Booth at prime location of event • Exclusivity Sponsorship
Triple Crown Sponsor	\$500	3	<ul style="list-style-type: none"> • Sponsor each derby activity/race: Sponsored sign at each station • Radio interview business mentions • Attraction sponsor credited on event page - facebook & Website

SUMMER CONCERT SERIES

	Sponsorship Cost	# of Sponsors	Sponsorship Inclusions
Presenting Sponsor	\$17,500	1 🔒 Taken	<ul style="list-style-type: none"> • Top Billing Logo on all event promotions: Digital Marketing Website & Social Media, • Posters, T-Shirts, Billboard, Newspaper Ad, Radio or Cable 10 Interview Mentions • Band Introduction at each concert • Booth setup • Exclusivity Sponsorship
Kid Zone Sponsorship	\$1,000 *at each concert	2	<ul style="list-style-type: none"> • Sponsor Sign at Section for Kids Activities • Booth set up at kid activities • Sponsor Mention on Event page – website & facebook
Encore Sponsor	\$500 *at each concert	3	<ul style="list-style-type: none"> • Logo on a-frame sign • Prime location setup
Vendor Fee	\$100		