

Nacogdoches
the oldest town in Texas



NACOGDOCHES
M A I N  S T R E E T

SPONSORSHIPS

Partner with the **Nacogdoches Main Street Program**



A LETTER TO OUR FUTURE AND CURRENT PARTNERS

Dear Main Street Partner,

What a truly exciting year we've had in downtown Nacogdoches. In the last year our Main Street volunteers and staff accomplished countless projects, we've had more people attending events and merchant participation than ever before, and our Main Street has once again been honored with statewide Main Street accreditations. We've accomplished so much, but there is much more we hope to achieve.

While the city provides approximately 70% of our operating budget, we count on business and individual investments in Main Street to carry out all the improvements you see (and don't see) in downtown. It is this support that is critical as we work to make Nacogdoches the best place to live, work, play, and visit.

Please consider joining the Main Street Nacogdoches family of donors and support our ability to put on great events like Wine Swirl, Shop & Stroll, Second Story Tours, Jingle & Mingle and our Christmas light improvement initiative.

Each of these projects has a direct impact on local businesses and spurring our local economy. Your gift will also help us provide business education classes for local businesses, provide incentives for property improvements, enhance local festivals, create and maintain beautiful public spaces, encourage new housing and developments and make downtown a place every resident is proud of.

Give a tax deductible donation and support another year of our volunteer-driven efforts. We hope to complete our fundraising drive during the next four weeks so we can focus on our 2016-2017 work plan project implementation.

Thank you,
Amy Mehaffey

ABOUT MAIN STREET

The Nacogdoches Main Street Program was established in 1994 with the mission to preserve and promote historic downtown Nacogdoches through public and private partnerships and the Four Points of Main Street: organization, design, economic restructuring and promotion. Twenty-two years later, downtown is a vibrant destination for thousands of visitors and community members alike.

Our vision is to create a year round destination where visitors and locals experience the heart of our community rich with history, commerce, entertainment, cultural and educational opportunities.

WHY PARTNER WITH US?

This program relies on community support to create engaging activities to bring visitors to the heart of our city, and create a place of community pride. With support from sponsors and community partners, the program has been able to triple the number of free and affordable annual offerings.

In addition, Main Street works diligently to ensure properties become economically viable when vacancies arise to continue this momentum. This ensures long-term economic progress and small business success.



Main Street Events Save the Dates!

Farmer's Market Fall Fling - October 8, 2016

Presented by the Nacogdoches Farmers Market

Jingle & Mingle - November 11, 2016

5:00 PM - 8:00 PM

Presented by Nacogdoches Main Street

Wassail Fest - November 26, 2016

11:00 AM - 3:00 PM

Presented by Nacogdoches Main Street

9 Flags Christmas Festival - Multiple Weekends - Nov. - Dec. 2016

Lighted Christmas Parade - Presented by Eaton benefiting the Nacogdoches Area United Way (12/3/16)

Jingle Bell Run 5K - December 3, 2016

Presented by Nacogdoches Main Street & Nacogdoches Lady Lions Club

Wine Swirl- February 11, 2017

6:00 PM - 10:00 PM

Presented by Nacogdoches Main Street

Main Street Shop & Stroll - March 25, 2017

11:00 AM - 3:00 PM

Presented by Nacogdoches Main Street

Farmer's Market Spring Fling - April 8, 2017

Presented by the Nacogdoches Farmer's Market

Sale on the Trail - May 8, 2017

11:00 AM - 3:00 PM

Presented by Nacogdoches Main Street

Second Story Tours - May 8, 2017

Presented by Nacogdoches Main Street

Blueberry Bluegrass Concert in the Park - June 9, 2017

Presented by Bluegrass Festival Committee

Blueberry Festival - June 10, 2017

Presented by Blueberry Festival Committee and the Nacogdoches County Chamber of Commerce

Freedom Fest - July 1, 2017

Presented by the Nacogdoches Jaycees

Farmer's Market Fall Fling

October 8, 2016

Presented by the Nacogdoches Farmer's Market

The Nacogdoches Farmer's Market provides local produce, wine, and a sundry of luscious goods to locals each Wednesday and Saturday. The Fall Fling celebrates a new season for the Farmer's Market and showcases these vendors by providing youth activities, live music, and a family-friendly experience for all.

Jingle & Mingle

November 11, 2016

Presented by Nacogdoches Main Street

Formerly known as the Downtown Open House, this event provides a late-night shopping experience to kick-off the holiday season. Street performers, store specials, and holiday cheer can be found throughout Downtown on this wonderfully festive evening.

Wassail Fest

November 26, 2016

Presented by Nacogdoches Main Street

This beloved event brings over 1000 people downtown on Small Business Saturday. The event features Wassail samples from over 20 downtown merchants and is a holiday season favorite.

9 Flags Christmas Festival

Multiple Weekends - Nov. - Dec. 2016

Lighted Christmas Parade Presented by Eaton benefiting the Nacogdoches Area United Way
A Nacogdoches Holiday Tradition, the 9 Flags Christmas Festival provides multiple events including the Jingle Bell Run, Holiday in the Pines Trade Show, Tour of Homes and the ever-favorite Lighted Christmas Parade and Fireworks Show.

Jingle Bell Run 3K & 5K

December 3, 2016

Presented by Nacogdoches Main Street & The Nacogdoches Lady Lions Club

This 5K Course winds through the historic streets of Texas' oldest town and past some of Nacogdoches' attractions. The Jingle Bell Run is one of the most popular running events in Nacogdoches.

Wine Swirl

February 11, 2017

Presented by Nacogdoches Main Street

This popular event will be held for the 6th year in 2017 and welcomes over 20 wineries, restaurants, and downtown merchants to celebrate the Texas Wine industry. This evening is always a fun-filled night with over 600 guests sipping wine, shopping, and enjoying live music throughout Downtown Nacogdoches.

Main Street Shop & Stroll

March 25, 2017

Presented by Nacogdoches Main Street

In conjunction with the 18th Annual Nacogdoches Azalea Trail, the annual Shop & Stroll boasts specials, savings, prizes and MORE from our favorite local Downtown Shops! Locals and visitors alike visit Historic Downtown Nacogdoches to SHOP & STROLL with us to ring in SPRING!

Farmer's Market Spring Fling

April 8, 2017

Presented by the Nacogdoches Farmer's Market

The Nacogdoches Farmer's Market provides local produce, wine, and a sundry of luscious goods to locals each Wednesday and Saturday. The Spring Fling celebrates a new season for the Farmer's Market and showcases these vendors by providing youth activities, live music, and a family-friendly experience for all.

Sale on the Trail

May 8, 2017

Presented by Nacogdoches Main Street

Find fabulous deals and steals at participating stores & restaurants. Sidewalk sales, in-store promotions and more make this springtime favorite a great outing for family and friends.

Second Story Tours

May 8, 2017

Presented by Nacogdoches Main Street

Join us in discovering the Historic Downtown Nacogdoches. Enjoy a tour through some of our beautiful lofts and buildings to experience the breathtaking architecture and history downtown has to offer!

Blueberry Bluegrass Concert in the Park

June 9, 2017

Presented by Bluegrass Festival Committee

(Exclusively Sponsored by Rex Perry Autoplex)

The Texas Blueberry Festival kicks off Friday night with the Blueberry Bluegrass Concert in the Park, from 6 to 10 p.m. June 10 at Festival Plaza in downtown Nacogdoches. This family-friendly event will feature many musical acts. 2016 featured The Baker Family, The Coleman Brothers and the Lone Star Boys, The Bottom Dollar String Band, and Catahoula Drive.

Blueberry Festival

June 10, 2017

Presented by Blueberry Festival Committee and the

Nacogdoches County Chamber of Commerce

(Exclusively Sponsored by Tipton Ford Lincoln)

The Texas Blueberry Festival is a delightful day of the America you dreamed still existed. This is the most delicious festival in the Lone Star State—a day-long celebration of the annual blueberry harvest. As the only state-sanctioned blueberry festival in Texas, this delicious annual event attracts more than 19,000 people to downtown Nacogdoches. It offers a smorgasbord of activities to keep folks entertained all day long.

Freedom Fest

July 1, 2017

Presented by the Nacogdoches Jaycees

Celebrate Independence Day in the oldest town in Texas on July 4th. Families are invited to enjoy delicious festival food, children's activities and live musical performances. The evening will culminate in a dazzling fireworks display beginning 30 minutes after dark.

Other Main Street Efforts

Economic Development

The Main Street program works to strengthen the community's existing economic assets, while diversifying its economic base. Economic restructuring activities include: helping existing businesses expand, recruiting new businesses to provide a balanced mix, converting vacant and under-utilized space into productive property, and sharpening the competitiveness of the Nacogdoches merchants.

Beautification

Keeping our downtown beautiful takes a lot of time, effort and continual maintenance. Support from sponsors allows us to plant new flowers in downtown planters, power-wash sidewalks, and install decorative amenities throughout the year for the public's enjoyment.

Organization

The Main Street organization as a whole works to continually build consensus and cooperation among the various stakeholders, divides the workload, and clearly delineates responsibilities. Organization activities include: getting businesses, residents, investors, organizations, etc. to work toward the same goal, and assembling the appropriate human and financial resources to ensure Nacogdoches Main Street fits within a larger vision for the entire community.

2016- 2017 Priority Project

In 2015, Nacogdoches Main Street took over the Christmas light project to create a dynamic downtown during the holiday season. This initiative brings visitors from across the state to our charming Downtown during the 9 Flags Christmas Festival--spanning across two weeks. Since the community hosts many, MANY events around this time, it is imperative we continue to work toward sustaining and improving the aesthetics downtown. This year's fundraising goal is \$50,000 and includes the purchase of new, sustainable lights for the square and trees along Main Street, new garland to wrap antique light poles and installation/storage for all equipment utilized to make our Downtown charming and festive.

There are a great deal of improvements we would like to make in Year 2 and without you, this vision will be unachievable. Please consider a donation to this cause in 2016 - 2017 to make our lights shine bright for many years to come!

Sponsorship Levels

\$100

- Name listed on Main Street Web Page
- Name listed in Main Street Monthly Newsletter (*published 12 X per year - Reach ~3,000 community members*)

\$250

- Name listed on Main Street Web Page
- Name listed in Main Street Monthly Newsletter (*published 12 X per year - Reach ~3,000 community members*)
- Sponsor logo on “2016- 2017 Downtown Partner” Banner to be displayed at Downtown events

\$500

- Name listed on Main Street Web Page
- Name listed in Main Street Monthly Newsletter (*published 12 X per year - Reach ~3,000 community members*)
- Sponsor logo on “2016- 2017 Downtown Partner” Banner to be displayed at Downtown events
- Sponsor logo on promotional materials for Main Street sponsored events including Wassail Fest, Jingle & Mingle, Wine Swirl, Shop & Stroll, Second Story Tours, Sale on the Trail

\$1000

- Name listed on Main Street Web Page
- Name listed in Main Street Monthly Newsletter (*published 12 X per year - Reach ~3,000 community members*)
- Sponsor logo on “2016- 2017 Downtown Partner” Banner to be displayed at Downtown events
- Sponsor logo on promotional materials for Main Street sponsored events including Wassail Fest, Jingle & Mingle, Wine Swirl, Shop & Stroll, Second Story Tours, Sale on the Trail
- VIP Access (including private restrooms in City Hall and VIP parking) at Wine Swirl
- Monthly recognition on Main Street Facebook & Twitter Pages (combined likes 8,000+)

\$3,000

- Name listed on Main Street Web Page
- Name listed in Main Street Monthly Newsletter (*published 12 X per year - Reach ~3,000 community members*)
- Sponsor logo on “Downtown Partner” Banner to be displayed at Downtown events
- Sponsor logo on promotional materials for Main Street sponsored events including Wassail Fest, Jingle & Mingle, Wine Swirl, Shop & Stroll, Second Story Tours, Sale on the Trail
- VIP Access (including private restrooms in City Hall and VIP parking) at Wine Swirl
- Monthly recognition on Main Street Facebook & Twitter Pages (combined likes 8,000+)
- 2 tickets to 2nd Story Tours

\$5,000

- Name listed on Main Street Web Page
- Name listed in Main Street Monthly Newsletter (*published 12 X per year - Reach ~3,000 community members*)
- Sponsor logo on “Downtown Partner” Banner to be displayed at Downtown events
- Sponsor logo on promotional materials for Main Street sponsored events including Wassail Fest, Jingle & Mingle, Wine Swirl, Shop & Stroll, Second Story Tours, Sale on the Trail
- VIP Access (including private restrooms in City Hall and VIP parking) at Wine Swirl
- Weekly recognition on Main Street Facebook & Twitter Pages (combined likes = over 10,000)
- 4 tickets to 2nd Story Tours
- VIP packet-delivery for Wine Swirl
- Optional Opportunity to judge Wassail Fest and Downtown Christmas Light Contest

Sponsorship Levels Continued

\$10,000

- Name listed on Main Street Web Page
- Name listed in Main Street Monthly Newsletter (*published 12 X per year - Reach ~3,000 community members*)
- Sponsor logo on “Downtown Partner” Banner to be displayed at Downtown events
- Sponsor logo on promotional materials for Main Street sponsored events including Wassail Fest, Jingle & Mingle, Wine Swirl, Shop & Stroll, Second Story Tours, Sale on the Trail
- VIP Access (including private restrooms in City Hall and VIP parking) at Wine Swirl
- Weekly recognition on Main Street Facebook & Twitter Pages (combined likes = over 10,000)
- 6 tickets to 2nd Story Tours
- VIP packet-delivery for Wine Swirl
- Optional Opportunity to judge Wassail Fest and Downtown Christmas Light Contest

\$15,000

- Name listed on Main Street Web Page
- Name listed in Main Street Monthly Newsletter (*published 12 X per year - Reach ~3,000 community members*)
- Sponsor logo on “Downtown Partner” Banner to be displayed at Downtown events
- Sponsor logo on promotional materials for Main Street sponsored events including Wassail Fest, Jingle & Mingle, Wine Swirl, Shop & Stroll, Second Story Tours, Sale on the Trail
- VIP Access (including private restrooms in City Hall and VIP parking) at Wine Swirl
- Weekly recognition on Main Street Facebook & Twitter Pages (combined likes = over 10,000)
- 10 tickets to 2nd Story Tours
- VIP packet-delivery for Wine Swirl
- Optional Opportunity to judge Wassail Fest and Downtown Christmas Light Contest
- **Signature Sponsor Banner on Main Street Monthly Newsletter** (*published 12 X per year - Reach ~3,000 community members*)

2016-2017 Donor Commitment Form

Sponsorship Type:

- _____ Christmas Light Sponsorship
_____ Wine Swirl Sponsorship
_____ Other Initiative (please list specific event or cause)

Sponsorship Level:

- _____ \$100
_____ \$250
_____ \$500
_____ \$1,000
_____ \$3,000
_____ \$5,000
_____ \$10,000
_____ \$15,000

*All commitments must be made before September 1, 2016 to be included in all promotional materials.

2016 - 2017 Donor Information:

Company: _____

Name: _____

Address: _____

City, State, Zip _____

Telephone: _____

Email Address: _____

Please make checks payable to "City of Nacogdoches" and mail attached form to PO Box 635030 Nacogdoches, TX 75963