

**Yes! I'd like to support  
Downtown activities.**

(Contact Name)

(Company/Organization Name)

(Address)

(City) (State) (Zip)

(Email)

(phone)

Event(s) for sponsorship:

Level of sponsorship

Gold \_\_\_\_\_ Silver \_\_\_\_\_ Bronze \_\_\_\_\_

\_\_\_\_\_ Bill me or \_\_\_\_\_ check enclosed  
(payable to Downtown Improvement District)

(Signature)

Mail payment to:  
Downtown Improvement District  
111 West Wayne Street, Fort Wayne, IN 46802  
(260) 420-3266 Fax: (260) 467-1606  
www.DowntownFortWayne.com



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# THIS YEAR, GET INVOLVED & GET MORE THAN YOU IMAGINE.

Did you know that every year over 75,000 people flood into downtown Fort Wayne to participate in events planned by the Downtown Improvement District? And that number continues to grow! This is helping us all create a better, livelier, and more attractive downtown for everyone.

Want to GET IN ON IT? Sponsors of our events GET increased brand awareness that helps you build brand equity and loyalty. Plus you're showing that you care about our community in a big way.



## BE A PART OF THESE GREAT EVENTS!



**Ground Hog Open — Feb. 2** Indoor golf fundraiser through the corridors and skywalks of Fort Wayne landmarks to expand and maintain the downtown flower planter program. \$1000 Golf Partner Sponsorships are available, teams play for \$100 per person.  
**Estimated attendance: 300**



**Lunch on the square — June through August** Every Thursday several hundred people gather downtown to enjoy a free brown-bag concert at One Summit Square. Every week we feature a different style of music or performance. Sponsors routinely set up information booths and engage the crowd. Sponsorships are for the entire season, though one-time sponsorship can be arranged.  
**Estimated attendance: 2,500**



**BuskerFest — June 30** This will be the fourth year for our biggest summer event, BuskerFest. It's a celebration of the street performer, a festival of the unexpected, where no performance is too quirky. This event features many local performers and brings outside specialty acts to Fort Wayne for maximum entertainment. This event has a low admission price, free for children. **Estimated attendance: 10,000**



**International Blast — Sept. 29** Even bigger this year, the International Blast will take place on Calhoun and Wayne streets and will feature local cultural organizations with displays and information about heritage and customs, varied ethnic food, and a day full of live entertainment with local performers. Our city center is the perfect place to bring together cultural groups in celebration of our community's diversity. **Estimated attendance: 7,000**



**Fright Night — Oct. 20** Fort Wayne's 5th annual Halloween event features the zombie walk, a silent movie, haunted tours, the old city jail and spooky activities at over 14 cultural district locations. It's fun for the whole family and many activities are free. [www.FrightNightdowntown.com](http://www.FrightNightdowntown.com) **Estimated attendance: 8,000**



**HolidayFest & Night of Lights — Nov. 21** The holiday season officially starts the night before Thanksgiving with the "Night of Lights" including the ceremonial lighting of the traditional downtown light displays. Downtown is the place for old favorites like the Embassy's Festival of Trees and for creating new family traditions. HolidayFest sponsors often volunteer to serve the free hot chocolate for an extra boost of goodwill and publicity. [www.holidayfestdowntown.com](http://www.holidayfestdowntown.com) **Estimated attendance 18,000**



**Holly Trolley Shopping — Nov. 24** You can support downtown business with the second annual Holly Trolley shopping day. Holiday shoppers can park and ride the trolley to dozens of locations including, but not limited to: gift shops at Artlink, ACPL, Botanical Conservatory, Community Center, Embassy box office, Fort Wayne Museum of Art, TinCaps Orchard, Visit Fort Wayne and many other retail shops. **Estimated attendance: 1,500**

**More Information** Call Tena Woenker to learn more about these amazing opportunities at **(260) 420-3266, ext. 301** [tena@downtownfortwayne.com](mailto:tena@downtownfortwayne.com) Or visit [www.DowntownFortWayne.com](http://www.DowntownFortWayne.com).



**For a Gold level sponsorship YOU GET:** title sponsorship of an event, plus your name/logo on billboards, print ads and radio spots, on our website, in our e-newsletter, signage at the event, and all printed marketing materials (posters, fliers etc.), plus booth space at the event. **COST: \$5,000**

**For a Silver level sponsorship YOU GET:** marketing exposure in print ads and radio spots, on our website, in our e-newsletter, signage at the event, your name on most printed marketing materials (posters, fliers etc.), and booth space at the event. **COST: \$2,500**

**For a Bronze level sponsorship YOU GET:** your company's marketing exposure on our website, in our e-newsletter, signage at the event, your name on some printed marketing materials (posters, fliers etc.), and booth space for Lunch on the Square sponsors. **COST: \$1,000**



The Downtown Improvement District works to enhance the beauty and vitality of downtown Fort Wayne for the social and economic benefit of our community.

- An active and vibrant downtown supports culture and commerce for our entire region
- Special events attract more people to the downtown area
- Cleaning and security services enhance the downtown environment
- Working with local government augments our municipal services

The DID is a partner in the Fort Wayne Cultural District, along with Arts United, the City of Fort Wayne and Visit Fort Wayne. In 2012, the Cultural District will coordinate "Last Saturdays," expanding community programming so there will be consistently fun things to do every month. Our goal in the Cultural District is to find new and different ways to make downtown Fort Wayne more enjoyable for residents, visitors and workers. If you are interested in getting involved, contact us today.