

# Why Main Street?

## Mission:

To improve the social and economic well being of our community & the historic downtown by:

- Preserving and sharing our history and unique identity.
- Attracting and supporting small businesses.
- Engaging and connecting the community.

## Vision:

West Branch will thrive with an eclectic mix of old and new as a desirable visitor's destination and a place of hometown pride that shows in the vibrant downtown & unique offerings.

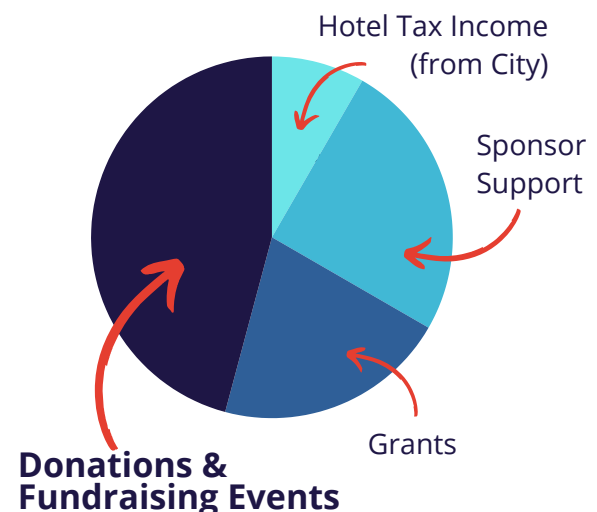


## Main Street in Action

In addition to major annual events Main Street powers a number of impactful projects and ongoing efforts that support economic vitality and quality of life in West Branch. These efforts are fueled by our Annual Sustaining Sponsors and Donors.

- Coffee & Collaboration: Networking Events
- Downtown Planters & Banners
- Revitalization & Historic Preservation Efforts
- Seasonal Sidewalk Sales
- Ladies Night Out Events
- Small Business Saturday Activities
- Trick or Treat on Main Street
- New Resident Welcome Kits
- Downtown Dollars
- Collaborative Advertising Campaigns
- Business Start-Up and Expansion Resources
- Grant Writing Assistance & Execution
- Leveraging Tourism with Hoover Partners

## MSWB Budget



# Annual Major Events

Apply the Event Sponsorship levels to any of the events below!

Dec 5-6, 2025



## A Christmas Past

A community celebration embracing the timeless traditions of the holiday season. Featuring horse drawn carriage rides, model train display, cocoa and caroling, roasted marshmallows, and photos with Santa!

April 10, 2026



## Sweets for Success

West Branch's largest fundraiser of the year featuring the live auction of incredible homemade desserts and evening of socialization, food and drinks to celebrate and support our community.

June 12-13, 2026



## Summer Kickoff

Kick off the summer season on Main Street while you enjoy Sidewalk Sales, Community Bingo and a free Community Concert in the Street!

TBD - Oct 2026



## Fall Fest

Fall fun for the whole family including Sidewalk Sales, and collaboration with Whitney's Wings for a Pumpkin Patch Party with bounce houses and kids' crafts and a free outdoor movie in the National Park.

**Please Note:** Hoover's Hometown Days sponsorship will be available later this winter from the volunteer-run committee and their new dedicated 501c3 organization.



**POWERED BY MAIN STREET**

# Recurring Events

Apply the Event Sponsorship options to any of the events below!

SEASONALLY



## Ladies' Night Out

Grab your girlfriends and enjoy extended hours and special offers from all the boutiques, small shops and pop-ups throughout Historic West Branch.

**Spring - Back to School - Holiday**

QUARTERLY



## Coffee & Collaboration

Business meeting designed to encourage networking, collaboration and growth, share information and resources, gather feedback and foster community to strengthen West Branch's economic vitality

QUARTERLY



## Community BINGO

A classic game of chance that gathers community members of all ages and supports the Main Street mission!



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# MAIN STREET WEST BRANCH

## Annual Sustaining Sponsor

**\$10,000**  
*per year*

### ANNUAL SUSTAINING SPONSOR BENEFITS:

- Most prominent name and logo on ALL materials and year-round across the Main Street website.
- Logo on Historic West Branch Visitor Guide brochures.
- Mention in all MSWB press releases and e-newsletters.
- Quarterly "Sponsor Spotlights" on social media to highlight your community involvement and showcase your business.
- Custom Placer.ai Data Reports pulled upon request up to 4x a year
- Premier presence at ALL events (logo, live mentions, tags, etc.)

## Platinum Event Sponsor

**\$5,000**  
*per year*

### PLATINUM EVENT SPONSOR BENEFITS: *Applies to ALL events!*

- Most prominent name and logo on ALL event materials and event webpages.
- Mention in all event press releases and e-newsletters.
- A dedicated "Sponsor Spotlight" to highlight your community involvement and showcase your business on Facebook and Instagram with tags to your page.
- Placer.ai Data Reports pulled upon request up to 2x a year
- Premier presence at ALL events.

## Gold Event Sponsor

**\$1,000** *per event*

### GOLD SPONSOR BENEFITS: *For selected event(s)*

- Prominent name and logo inclusion on printed materials (banner, posters, brochures, maps)
- Premier inclusion in paid advertising for event
- Inclusion in event specific press releases
- Logo placement on event webpage
- Premier event presence

## Silver Event Sponsor

**\$500** *per event*

### SILVER SPONSOR BENEFITS: *For selected event(s)*

- Name on all printed materials
- Mention in press releases
- Name on website
- Name & tag on social media (event page)

## Bronze Event Sponsor

**\$250** *per event*

### BRONZE SPONSOR BENEFITS: *For selected event(s)*

- Name inclusion on event brochures
- Name on website

SUBMIT SPONSORSHIP FORM TO COMMIT FOR 2026 AT  
[MAINSTREETWESTBRANCH.ORG/SPONSOR](https://mainstreetwestbranch.org/sponsor)

