



Main Street McMinnville Business Membership + Event Sponsorship

**Check inside for general benefits for all downtown
businesses & benefits for members!**



MSM Supports All Downtown Businesses General Benefits

Main Street McMinnville wants all downtown businesses to thrive!

Our mission is the revitalization of downtown which relies on strong, small businesses who bring their unique brands and creative ideas to the community. We provide baseline services to all downtown businesses to ensure that they receive support and assistance to grow and succeed in our historic district.

Services

- Business listed on our Main Street McMinnville website
- Open invitation to send MSM staff special events and sales to share on our social media platforms
- Annual Ad in Southern Standard listing all downtown businesses
- Access to workshop and networking events to build skills and relationships among the downtown community
- Assistance on understanding and complying with the Historic Design Guidelines
- Technical and financial development incentives for property owners in the historic district

If You Build It...

In addition to these benefits, MSM organizes and hosts with other community partners events downtown to connect the public with the historic district, its beautiful public spaces and small businesses. Events include:

- Market on Main
- Main Street Live! Concert Series
- Scream on the Green
- Downtown Trick or Treat
- Christmas Open House/Small Business Saturday
- Annual Farmer to Table Dinner
- Earth Day Celebration and Spring Clean

We also advertise other events and happenings downtown through our newsletter and social media channels to promote downtown and establish it as a cultural and economic heart. Annual events downtown include JA's Sip and Savor, Southern Standard's Marketville, countless events at the Park Theater, Autumn Street Fair, and many others.



Business Membership 2017 –2018 Levels + Benefits

Becoming a MSM Business Member takes your support of our historic core to the next level!

By investing in downtown revitalization, **business members** receive additional benefits and recognition opportunities beyond the general services provided to all downtown businesses.

Strictly Business! Membership—\$100
MSL! Edition Membership—\$250
We Mean Business! Membership—\$400

Door Decal for identifying Biz As Main Street Member	●	●	●
Listing as Business Member on MSM Membership Page	●	●	●
Monthly MSM E-News (Members Edition)	●	●	●
Invitation to Member Only Events—construction tours, happy hours, soft launches, etc	●	●	●
Discount to ticketed workshops and networking events (except annual Farm to Table Dinner)	●	●	●
Mentor Program for New Businesses	●	●	●
Business listed as MSM Member on electronic billboard at Main Street Live!	●	●	●
Spotlight opportunity during intermission at Main Street Live!		●	
Spotlight ad, text only, on electronic billboard for two Main Street Live! concerts of your choice		●	
Spotlight ad with logo on electronic billboard at Main Street Live! for four concerts of your choice			●
Opportunity to connect directly with MSM audience with a feature in one newsletter/one website blog/12 dedicated social media posts			●



Event Sponsorship Opportunities

Connect with your specific audience!

Sponsorship levels include \$50 for listing your business name or \$100 for logo on all promotion and marketing of special events including webpage, event page, social media posts, posters/flyers, radio and newspaper ads, event signage, and, when needed, event programs and materials.

Our upcoming 2017-2018 events span different audiences and topics.



2018 Preservation Series

Spring 2018

Audience: Home & property owners, preservation enthusiasts, contractors, realtors

The event series features workshops and presentations to kick off preservation projects and planning. Learning about historical research tools, incentives to preserve your property, the process of National Register designation, and tips for starting preservation projects over the course of this three part series.



2018 Market on Main

Spring 2018

Audience: General public, yard sale enthusiasts, families, antiques seekers

The 3rd annual Market on Main brings the downtown streets to life with a giant yard and sidewalk sale. Community members find great deals and hidden treasures amid the dozens of booths and downtown merchants. Local craftsmen and food trucks join in the fun and round out the market experience. This year will also work with local nurserymen to feature a plant sell and celebrate our local heritage and natural assets. Come downtown and discover something new!



2018 Spring Clean on Earth Day

April 2018

Audience: Environmental advocates, downtown enthusiasts, outdoor adventurers, families, students

Main Street McMinnville teams up with community partners to celebrate Earth Day and give downtown a refresh. This event helps keep McMinnville memorable and inviting to downtown guests and tourists. Community members and downtown merchants join us to sweep up leaves, pull weeds, and clean up downtown McMinnville in honor of Earth Day!



Event Sponsorship Opportunities



2018 Conservatory: Youth Theater Camp

June & July 2018

Audience: 1st-12th grade students, parents, grandparents, family members, general public; audience from 6 surrounding counties

The Park Theater and Main Street McMinnville partner to present two week-long theater camps for youth. Each camp fully introduces students to the theater arts including costumes, stagecraft, sound and lighting, and acting. After a week of rehearsals, the students perform on Saturday evening to their friends and family. Each child can find their place in the theater!



2018 Scream on the Green

October 2018

Audience: 1st-8th grade students, parents, grandparents, family members

Jump into the Halloween spirit with a free Halloween-themed movie night! Main Street McMinnville partners with Redemption Center to provide a safe place for children and their parents to enjoy the spooky holiday. This event invites attendees to pull up a blanket and some lawn chairs to enjoy a family-friendly flick on the Grassy Lot downtown! It gives people different opportunity to come downtown and see the progress in revitalization and growth.



2018 Downtown Trick or Treat

October 2018

Audience: 1st-12th grade students, parents, grandparents, downtown businesses

Our downtown businesses open their doors to princesses, witches, ninjas alike! For a safe alternative, trick or treat in the historic district at the local businesses and organizations. Win a prize by completing our scavenger hunt of downtown ghosts and mysteries or capture your costume in our photo booth! A local bank hosts costume contests for pre-school children and for school age children. All are welcome and there are treats galore!



Christmas Open House/Shop Small Biz Saturday

November 2018

Audience: General Public/Shoppers from McMinnville and surrounding areas

This annual open house brings the community together to celebrate our downtown small businesses, select gifts for loved ones and decorations, and enjoy the holiday season! This year features carolers filling the streets with music, performers portraying familiar characters, refreshments, cookie decorating, and of course specials and sales at our downtown shops. This event takes part in the national Small Business Saturday campaign.



I'm a Main Street Believer! Business Membership Form

YES, I (we) choose to invest in downtown revitalization by becoming a member of the Main Street McMinnville organization. We want to become part of a nationally proven program for historic downtown preservation, heritage, and promotion that grows our cultural and economic future by preserving our past and unique local assets.

BUSINESS MEMBERSHIP

Strictly Business _____ \$100
MSL! Edition _____ \$250
We Mean Business! _____ \$400

MAIN STREET MCMINNVILLE EVENT SPONSORSHIP

We would like to reach a specific Main Street audience and receive additional promotion and visibility through one of MSM's events.

Name or logo on all print advertising, social media, website and signage & programs at event	Name \$50	Logo \$100
2018 Preservation Series		
2018 Market on Main		
2018 Spring Clean on Earth Day		
2018 Conservatory Youth Theater Camp		
2018 Scream on the Green		
2018 Downtown Trick or Treat		
2018 Christmas Open House/Shop Small Biz Saturday		

GRAND TOTAL: Membership Level + Event Sponsorship = _____

Please accept our membership as:

Contact Name(s) _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Business web address _____

Find us on these social media platforms: _____ Facebook _____ Twitter _____ Instagram _____ Other

Please make your check payable to: **Main Street McMinnville**, P.O. Box 373, McMinnville, TN 37111
 A portion of your contribution may be tax deductible. Our tax ID number is 62-1804950