

Connecticut Main Street Center

ANNUAL SPONSORSHIP OPPORTUNITIES

Join us in creating events and trainings that strengthen our communities



photo: Allegra Anderson

We are the catalyst that ignites Connecticut's Main Streets as the cornerstone of thriving communities. We see Connecticut's rich mix of main streets, from quaint village centers to bustling urban downtowns, as an irresistible draw for millennials, boomers, innovators and entrepreneurs of all walks of life to live, work and prosper.

We serve as the champions and leading resource for vibrant and sustainable Main Streets.

WWW.CTMAINSTREET.ORG



who we are

Connecticut Main Street Center is at the epicenter of a statewide network renewing and revitalizing Connecticut's historic main streets, downtowns, and commercial districts. Our member network includes 75 Connecticut towns and cities, representing close to 2 million residents, as well as dozens of professional and non-profit partners.



how we help Connecticut

CMSC brings downtowns to life across Connecticut by helping to revitalize them as the social and economic heart of the community. At the local level, we work with dedicated stakeholders including city employees, business owners and even volunteers to help them craft an inviting, vibrant downtown. At the state level, we advocate for programs and policies that advance the Main Street way of life.



how you can help us

Sponsorship is key to Connecticut Main Street Center's ability to provide services to its members, and education and technical assistance to Connecticut downtowns. The breadth of services CMSC provides would not be possible without the generous support of our sponsors and contributors. The following information details exactly how you can support this vital work.



contact us

Kimberley Parsons-Whitaker: 860-280-2556
kim@ctmainstreet.org

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Technology Investment:

CMSC's Downtown Resource Center serves as an online source of knowledge for Connecticut's main streets and commercial centers, offering a powerful array of archived information including: webinars, presentations, studies, links to industry-related expertise and more. This is your opportunity to invest in Connecticut's downtowns and help us grow our capacity with the latest tools and technology.

Development -- build it **\$10,000**

Your company will be prominently acknowledged on the DRC home page: "DRC Powered by..." with linked logo.

Band Width -- expand our reach **\$5,000**

Your company will be acknowledged on the DRC home page: "With support from..."

Refresh -- keep it current **\$2,500**

Your company name will be acknowledged on the DRC sponsor page.



Forums for the 21st Century:

Sponsor our entire Forum Series **\$10,000**

Company representative may offer brief welcome address at Forum events; featured listings in event invitations, announcements, event signage and event materials, as well as a minimum of 2 social media event posts per month.

Sponsor a specific Event Series **\$2,500**

Featured listings in announcements, event signage and event materials, as well as acknowledgement in a minimum of 4 social media event posts per series.

Individual Event Sponsorships **\$500 - \$1,000**

The BRIDGE Series -- held twice each year

The BRIDGE Series (Brief, Relevant, In-Depth Guided Education) presents information sharing events featuring a networking breakfast and presentations by peer leaders on relevant revitalization topics.

Spotlight on Main Street -- held twice each year

CMSC works with CEDAS, CCAPA, and other partners to bring together economic development, Main Street professionals and volunteers from around CT. Hosted by a local downtown organization, these events include: a downtown overview, walking tour, and networking reception in a local business.

Webinar Wednesdays! -- held 6-10 times each year

Our webinar series brings our main street knowledge to you. Topics range from Main Street basics, to more technical topics like Tax Increment Financing. All webinars are archived on our website for future viewing.

Ongoing Partnership

“It’s in our downtowns and on our main streets that fresh ideas percolate and come to life, where our businesses grow, and where residents and workers can take full advantage of our investment in transit and innovation.” -- Governor Dannel P. Malloy



Additional benefits for all Major Sponsors:

- Complementary Professional Affiliate membership in the CMSC network
- Recognition from the podium and in slide presentations at all CMSC events
- Acknowledgment in monthly eNewsletter
- Logo acknowledgement on all CMSC electronic event invitations, signage, and event printed materials.
- Sponsor name badges at all CMSC events.

Award Celebration Sponsorship Level:

eNewsletter Partner Article:

Social Media Feature Posts:

Acknowledgement on CMSC Website:



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Opportunities

CMSC welcomes sponsorships in any amount and will work with you to customize a sponsorship package that meets your organization's budget. Recurring, monthly, and multi-year commitments are also available.



Platinum
\$75,000

Title Sponsor

3 each year

8 each year

Enhanced listing
on home page

Gold
\$50,000

Reception
Sponsor

2 each year

6 each year

Enhanced listing
on home page

Silver
\$25,000

Social Media
Sponsor

1 each year

4 each year

Enhanced listing
on sponsor page



Please note: acknowledgement in event signage and other printed materials assumes sponsorship is received prior to printing deadlines.

CT Main Street Awards of Excellence:

Our Annual Award Celebration has a new twist each year, but we always celebrate the very best in Connecticut's downtowns.

Every spring we gather in a different town or village to highlight excellence in Main Street management, planning and development. Our Awards Event brings together state and local officials with downtown professional and volunteers, showcasing the best of Connecticut's Main Streets.

This event offers local Connecticut communities the chance to shine, with award winners being recognized by the Governor's office, local, state and federal representatives, through CMSC-generated and local press, year-long promotion, and in-person at the event. This is a high-visibility opportunity to support Connecticut's main streets!

"This is important work. And I think I'll take it one step further, In Connecticut, it is important that these successes be fully understood, and put in context. That they can actually be replicated in big cities and small cities and even small towns."

Governor Dannel P. Malloy, speaking at the 2017 CT Main Street Awards of Excellence.



2017: VIBRANT MAIN STREETS

Governor Malloy addresses the crowd at the Legislative Office Building in Hartford.



2016: STORRS CENTER

UConn volunteers energize our block party at Storrs Center.



2015: NEW BRITAIN

Riding CT fastrak to celebrate in New Britain.

Award Sponsorship Levels:



Title Sponsor

\$10,000

Company representative may offer brief welcome address at Awards Presentation; featured listings in event invitations, announcements, press releases, event signage, commemorative program, and social media posts.

Reception Sponsor

\$5,000

Company representative may offer brief welcome at reception, featured listings in announcements, press releases, event signage, commemorative program, and social media posts.

Social Media Sponsor

\$2,500

An opportunity to sponsor our award celebration social media campaign! Your own hashtag and featured listing in press releases, on event signage, in commemorative program, and social media posts.

Award Sponsor

\$1,000

An opportunity to sponsor one of the major awards presented that evening. Featured listings in press releases, on event signage, and in commemorative program.

Main Street Sponsor

\$500

Listings in announcements, on event signage and in commemorative program.

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Connecticut Main Street Center

C/O EVERSOURCE P.O. BOX 270, HARTFORD, CT 06141



photo: Allegra Anderson

Eversource team members celebrate Connecticut Main Streets at the CMSC Awards of Excellence at the Legislative Office Building in Hartford, May 2017.

Our sponsors are critical to CMSC's success. By investing in us, you are supporting the growth and prosperity of our village centers and urban cities; strengthening local businesses and growing jobs; supporting sustainable development; and encouraging lively, walkable downtowns and towns centers. We hope you'll join us as a partner in Connecticut's vibrant future!



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