

the  of  
quincy



# the District

2020

Enriching The Heart of Quincy  
Right on Q

Annual

Partnerships

# Mission

## Creating a Sense of Place

The District is a non-profit volunteer driven organization devoted to growth, preservation, and economic vitality of downtown, creating a sense of place in The Heart of Quincy, Illinois.



Over 40 years supporting our downtown neighborhood efforts with 400 businesses & 600 property owners.



Over 7,500 in attendance for 2019 Q-Fest!



Raised another \$22,000 to Light the Park for the Holidays!



7,000+ volunteer hours bringing 68,000 people downtown



### 4 Point Transformation Strategies

- Design** – Enhance & beautify The District's physical appearance
- Organization** – Volunteer recruitment, training & fundraising
- Promotion** – Promotions & special events to bring people to The District
- Economic Vitality** – Strengthen existing businesses & recruit new businesses

- 20 Committees to plan and implement
- 24 action plans created to promote and revitalize downtown Quincy
- 65 events throughout the year to bring community together
- 68,000 people experiencing downtown Quincy

The District envisions an attractive, vibrant, historic downtown that will serve as The Heart of Quincy and encourage pride, diversity, engagement and economic growth with unique living and social experiences.

# Vision

### Annual Dinner

January 29  
Location Varies  
Attendance: 200 guests

Be a part of the Annual Dinner where we honor our business and volunteers with The District Awards and update on what has happened and what is to come!

#### **SOLD** Presenting Partner

- 1 Exclusive Partnership - \$500
- Partner provided signage & info at event
- Speaking opportunity
- Logo in program, website, social media & invitation. Sent to over 1000 members of The District

### Concerts in the Plaza

April 24 | May 1, 8 & 15  
First Mid Bank Plaza  
Attendance: 100-150 per concert

Enjoy lunchtime concerts with your favorite local musicians, held in the First Mid-Illinois Bank Plaza.

#### **SOLD** Series Partner

- 1 Exclusive Partnership - \$500
- Same as Concert Partner w/ Upgrades
- + Naming rights to whole series
- + Partner provided signage & info at all concerts
- + 10x10 space at all concerts
- + Logo on printed materials

#### Concert Partner

- 4 Opportunities - \$100
- Partner provided signage & info at one concert
- 10x10 space at one concert
- Name on printed materials
- Promotion on newsletter, website & social media

### District Seminar Series

2 minimum  
Locations Vary  
Attendance: 100+ total

Partnering with other community organizations to provide seminars for education, training and tools for small businesses and entrepreneurs.

#### **SOLD** Title Series Partner

- 1 Exclusive Partnership - \$500
- Partner provided signage & info at events
- Exclusive giveaway to participants
- Promotion on newsletter, website & social media

### Farmers' Market

Saturdays, May - October  
Washington Park  
Attendance: 250 per event | 27 Saturdays

Take part in the farmers market where you will find local produce, handcrafted artisan goods and activities for the family.

#### **SOLD** Presenting Partners

- 1 Exclusive Partnership - \$2500
- Same as Market Sponsor w/ Upgrades
- + 10x10 market space at five Farmers' Markets
- + Promote planned events at markets
- + Partner provided tent & signage at all Markets

#### Market Sponsor

- 8 Opportunities - \$500
- Same as Market Friend w/ Upgrades
- + 10x10 space at three Farmers' Markets - TBA
- + Promotional items at info tent May-October
- + Logo on printed materials & market banner



- Market Friend** - \$100
- 10x10 space at one Farmers' Market - TBA
- Promotion on newsletter, website & social media

# Organization



## Noon Blues

June 12 & 26 | July 10 & 24

August 14 & 28

Washington Park

Attendance: 100 per concert

### Title Series Partner

1 Exclusive Partnership - \$500

- Partner provided signage & info at events
- Exclusive giveaway to participants
- Promotion on newsletter, website & social media

## Blues In The District

June 12 & 26 | July 10 & 24

August 14 & 28

Washington Park

Attendance: 2500+ per concert / 6 concerts

### **SOLD** Title Series Partner

1 Exclusive Partnership per concert - \$4000

Same as Concert Partner w/ Upgrades

- + Title designation for series in all media, print and online
- + 10x10 space at 3 concerts including giveaways for patrons, or promo items at 3 concerts

### Concert Partner

6 Opportunities - \$2500

Same as Blues Partner w/ Upgrades

- + Exclusive center stage logo placement at one concert
- + Giveaways for patrons, or promo items at one concert
- + Only one partner per concert

### Blues Partner - \$1000

Same as Corporate Partner w/ Upgrades

- + 10x10 space at one concert

### Corporate Partner

30 Opportunities - \$550

- Signage center stage at one concert
- Logo on all print materials, website & social media
- Supply of posters and magnets
- Announced at one concert

### Set Partner - \$250

Same as Song Partner w/ Upgrades

- + Poster for home or business

### Song Partner - \$100

- Listing on poster, website & announced at one concert

### Note Partner - \$50 | Name on poster

### **SOLD** Blues Food Court Partner

1 Exclusive Partnership - \$2000

- Naming rights & signage at Food Court for all events
- Giveaway for patrons or promo items at all events
- Logo on all print materials, website & social media

*The District is the heart of Quincy because of the many opportunities it provides for all generations!*

- Sue Schwartz | Owner, District Designs

Have lunch in Washington Park and enjoy free music. Held at 12-noon during every Blues In The District date.

Be a part of this free Blues concert series. This community tradition brings friends and family to The District to enjoy quality live music!

## Street Concert At Q-FEST

June 27 | Q-FEST June 26-28

Maine Street & Jail Alley

Attendance: 2000+

Celebrate Q-FEST with an outdoor concert and street dance on Maine Street! Q-FEST is a community celebration of the visual, musical & culinary arts.

### Q-FEST MUSIC Title Sponsor

1 Exclusive Partnership - \$5000

- Designated MUSIC Title Sponsor of Q-FEST with logo on event signage & on main stage center
- \$500 in Art Bucks gift certificates
- 6 VIP concert tickets (\$300 value)
- MUSIC title sponsor logo on Q-FEST promotional materials, website, social media & PR recognition

### VIP Partner

1 Exclusive Partnership - \$1500

Same as Maine Street w/ upgrades

- + VIP sponsor w/ partner provided signage at VIP area
- + 4 VIP concert tickets (\$200 value) & 20 free entry tickets

### Maine Street

2 Opportunities - \$1000

Same as Jail Alley w/ upgrades

- + Partner provided signage on main stage
- + 10x10 space at event
- + 2 VIP concert tickets (\$100 value) & 10 free entry tickets

### Jail Alley

3 Opportunities - \$500

- Partner provided signage at event
- 10 free entry tickets
- Name on printed materials
- Promotion on newsletter, website & social media

## Feast | Community Dinner

August 2

Location Varies in the Downtown

Attendance: 200 seated dinner

We welcome you to take part in this unique Community Dinner, on The District streets, celebrating local agriculture & restaurants while supporting the Farmers Market and living life local.

### **SOLD** Presenting Partner

1 exclusive partnership - \$3500

Same as Farmers Table w/ Upgrades

- + Presenting partner & speaking opportunity at event
- + Logo on volunteer t-shirts

### Farmers Table

4 opportunities - \$1200

Same as Chefs Table w/ Upgrades

- + Table for 8 guests
- + Signage at event

### Chefs Table

6 opportunities - \$600

Same as Feast Friend w/ Upgrades

- + 4 tickets to event
- + Logo on printed materials

### Feast Friend

As Available - \$300

- 2 tickets to event
- Name on printed materials
- Promotion on newsletter, website & social media





### Loft Tour

Spring  
Various Locations  
Attendance: 150-200

**SOLD**

#### Presenting Partner

- 1 Exclusive Partnership - \$400
- Logo on tickets & thank-you party invitation
- Signage & info at every stop
- Promotion on newsletter, website & social media

#### Location Sponsor

- 5 Opportunities - \$100
- Signage & info at one stop
- Promotion on newsletter, website & social media

### Progressive Dinner

Fall  
Various Restaurant Locations  
Attendance: 100

#### Presenting Partner

- 1 Exclusive Partnership - \$250
- Same as Appetizer Partner w/ Upgrades
- + Signage & info at all locations
- + Exclusive giveaway to all participants
- + Logo on printed materials including invitations

### Trick-or-Treat

October 31  
Washington Park &  
Various trick-or-treat Locations  
Attendance: 1500-2000

**SOLD**

#### Presenting Partner

- 1 Exclusive Partnership - \$3000 | coordination of activities
- Event naming rights
- Preferred presence at Washington Park
- Logo on all marketing including trick-or-treat bag
- Promotion on newsletter, website & social media

#### Event Sponsor

- 5 Opportunities - \$250 | Participation & special activity
- Signage & presence at Washington Park
- Promotion on website & social media

### Holiday Characters + Caroling

Thursday evening after Light The Park  
Washington Park  
Attendance: 1000

#### Characters + Caroling in the Park

- 1 Exclusive Partnership - \$1000
- Promotion on website & social media + Signage

*The District is the heart of Quincy because every business owner truly puts their soul into their endeavor. Their passion makes the customer experience second to none and their enthusiasm makes it fun to shop, dine and explore. I know small business ownership is not for the faint of heart. It's long hours and limited resources, but you wouldn't know that by the extra mile they go to for their customers.*

- Lucy Bordewick | Digital Marketing Coordinator, Blessing Health System

Take a tour to see the different kinds of upper-story living spaces The District has to offer.

### Christkindl Market

November 13-15  
Dick Brothers Brewery District  
Attendance: 1000-1500

#### Presenting Partner

- 1 Exclusive Partnership - \$1500
- Same as Christbaum w/ Upgrades
- + Presenting sponsor w/ additional signage on stage
- + Exclusive giveaway for patrons
- + 20 free tickets

#### Christbaum (Christmas Tree) Partner

- 2 Opportunities - \$1000
- Same as Ornament Sponsor w/ upgrades
- + Space at event
- + Signage throughout event & vendor area
- + 10 free tickets

#### Ornament Sponsor

- 3 Opportunities - \$500
- Signage at activity tent
- Logo on printed materials including tickets & t-shirts
- 5 free tickets
- Promotion on newsletter, website & social media

### Light the Park & The District

November 28  
Washington Park & Beyond  
Attendance: 2000+ lighting | 5 week display

**SOLD**

#### The North Pole

- 1 Exclusive Partnership - \$5000
- Same as Tree Partner w/ Upgrades
- + Logo on signage at gateway entrances & in park
- + Naming rights to event

#### Light a Tree - \$2500

- Same as Wreath Partner w/ upgrades
- + Logo on Light a Tree Signage & Park Signage

#### Wreath Partner - \$1000

- + Logo on Park Signage

#### Stocking - \$500

- + Name on Park Signage

#### Ornament - \$100

- All Partners | Promotion on website & social media

*There are so many great things to do in the District, but I have to say my absolute favorite thing in the District is THE FOOD! There are so many wonderful local restaurants in the District to satisfy any craving that you have. From Italian to pub food, you will be able to find something you love!*

- Drew Quintero | Resident + "Resident Buddy The Elf"

This holiday tradition is a charming shopping event to get ready for the season of giving!



Hosting quality events for the whole family to enjoy





**6 Exclusive Opportunities | Includes Media \$7500 annually**

Highlight your business and establish an ongoing community presence throughout the year. This premier partnership includes **Title Sponsorship** recognizing your organization at desired events and promotions of The District.

Your business logo will be on designated signage and featured at desired events hosted by The District, which includes 65+ programs throughout the year.

Additionally, our **Visionary Partners** will receive opportunities to have a presence at predetermined events of their choosing (*rules for Blues in the District apply*).

**Visionary Partners** are designated and featured on printed materials, as well as premier promotion on The District website, newsletter & social media.

Show your vision for The District and Quincy community by becoming a **Visionary Partner**.

\$10,000+ value (*equal to presenting sponsorship at all events*).

\***Visionary Partnerships** may be tailored to fit the needs of your organization and billed on a quarterly basis.

**Join Our Visionary Partners:**

**ONLY 3 LEFT**



<b>VISIONARY   MEDIA PARTNER</b>	\$ _____
<b>Annual Dinner</b>	\$ _____
<b>Concerts in the Plaza</b>	\$ _____
<b>District Seminar Series</b>	\$ _____
<b>Farmers' Market</b>	\$ _____
<b>Noon Blues</b>	\$ _____
<b>Blues In The District</b>	\$ _____
<b>Street Dance at Q-FEST</b>	\$ _____
<b>Feast Community Dinner</b>	\$ _____
<b>Loft Tour</b>	\$ _____
<b>Progressive Dinner</b>	\$ _____
<b>Trick-Or-Treat In The District</b>	\$ _____
<b>Holiday Characters + Caroling</b>	\$ _____
<b>Christkindl Market</b>	\$ _____
<b>Light the Park &amp; The District</b>	\$ _____

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

TOTAL \$ \_\_\_\_\_ Billing: Annually \_\_\_\_\_ Quarterly \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

Print Name: \_\_\_\_\_