

carb♥ndale main street EVENT SPONSORSHIPS





Carbondale Main Street's mission is to enhance and promote the economic and social vitality of downtown Carbondale. We work through Main Street America's time-tested Four-Point Approach to downtown redevelopment: Economic Vitality, Organization, Promotion, and Design.

As part of our efforts, we lead or support numerous events in downtown Carbondale each year. However, the cost for these events continues to rise, and we need your help to keep the positive momentum going. We welcome both volunteers and sponsors.

If you love downtown Carbondale and believe in our community's potential, we ask that you review this program and select the events that you wish to support. To become a sponsor, please contact our Executive Director, Matt Collinsworth, at:

director@carbondailemainstreet.com

618-529-8040

606-356-7985 (cell)

CARBONDALE CLASSIC



The **Carbondale Classic** is a mini golf event held at more than a dozen bars in and around downtown on the third Saturday in March. More than 100 teams participated in 2024. Sponsorships are available at the following levels:

Title Sponsor: \$500

Presenting Sponsor: \$250

Contributing Sponsor: \$100

SPONSOR BENEFITS

Title Sponsor: Prominent recognition on all promotional materials and posts. Sponsor banner prominently displayed at Depot on the morning of the event. Free registration for 1 team.

Presenting Sponsor: Recognition on all promotional materials and posts. Free registration for 1 team.

Contributing Sponsor: Recognition on all promotional materials and posts.

CARBONDALE BREW FEST



CarbondALE Brew Fest is our community's leading annual event for fans of beer and brewing. Held during the first weekend of May, the event will grow to two days in 2025. Sponsorships are available at the following levels:

Brewmaster: \$1,000

Apprentice: \$500

Taster: \$250

SPONSOR BENEFITS

Title Sponsor: Prominent logo recognition on all event materials and posts. Sponsor banner prominently displayed Pavilion. Logo on tasting glass. 8 VIP tickets & more.

Presenting Sponsor: Logo recognition on all event materials and posts. Banner displayed near entry. 4 VIP tickets.

3

Contributing Sponsor: Logo recognition on all event materials and posts. 2 VIP tickets.

BROWN BAG CONCERT SERIES



The Brown Bag Series is our longest running concert series. Held each Wednesday in May and June, the series focuses on local musicians and community pride. Sponsorships are available at the following levels:

Title Sponsor: \$500

Presenting Sponsor: \$250

Contributing Sponsor: \$100

SPONSOR BENEFITS

Title Sponsor: Prominent logo recognition on all event materials and posts. Sponsor banner prominently displayed at Pavilion for each event.

Presenting Sponsor: Logo recognition on all event materials and posts. Small banner displayed at Pavilion.

Contributing Sponsor: Logo recognition on all event materials and posts.

OFF THE RAILS CONCERT SERIES



Off the Rails concerts are held five times from August into October. OTR brings national and prominent regional acts to Carbondale. Sponsorships are available at the following levels:

Title Sponsor: \$700

Presenting Sponsor: \$350

Contributing Sponsor: \$150

SPONSOR BENEFITS

Title Sponsor: Prominent logo recognition on all promotional materials and posts. Sponsor banner prominently displayed at stage for each event.

Presenting Sponsor: Logo recognition on all event materials and posts. Banner displayed near stage.

Contributing Sponsor: Logo recognition on all event materials and posts.

HOMECOMING & HALLOWEEN



Photo by Nina Wilson.
Courtesy City of Carbondale.

Homecoming & Carbondale Halloween both fall on October 24 this year. Last year's Homecoming concert drew more than 5,500 attendees, and we have high hopes for this year! Sponsorships are available at the following levels:

Title Sponsor: \$1,500

Presenting Sponsor: \$750

Contributing Sponsor: \$350

SPONSOR BENEFITS

Title Sponsor: Prominent logo recognition on all event materials and posts. Sponsor banner prominently displayed at stage. VIP seating for 10!

Presenting Sponsor: Logo recognition on all event materials and posts. Banner displayed near stage.

Contributing Sponsor: Logo recognition on all event materials and posts.



info@carbondailemainsteet.com

618.529.8040



Photo by Kylen Lunn.
Courtesy City of Carbondale