Downtown Helena

2017 Sponsorship Opportunities

Downtown Helena, Inc.
318 Fuller Avenue, Helena, MT
406-447-1535
info@helenabid.com

Welcome to Downtown Helena!

A Little About Us...

WHAT IS DOWNTOWN HELENA, INC.?

Downtown Helena Inc. is a membership organization that provides programs to benefit its members and events and promotions that enhance the vibrancy of Downtown.

MISSION

Downtown Helena Inc.'s mission is to promote and publicize Downtown Helena in our community; encourage and develop a spirit of cooperation among members; establish and develop cooperative advertising and promotional campaigns activities; foster favorable public relations for Downtown Helena in various communities, organizations and agencies in the area served by Downtown Helena.

PRIMARY RESPONSIBILITIES

Raise awareness with locals and tourists about all Downtown has to offer, with the end goal being to bring people to Downtown Helena businesses repeatedly across time.

FUNDING

Downtown Helena Inc.'s funding comes from membership dues, event sponsorship, and event revenues.

Please take a look at the variety of events DHI offers and the many levels of support in this guide. Then, let's talk about putting together a sponsorship tailored to meet your goals. We can't wait to work with you!

Best Regards,
Downtown Helena Staff & Board

2017 Event Schedule

March 11th Wedding Stroll

May 12th Spring Art Walk

Every Wed. June-August Alive at Five

September 21st Fashion's Night Helena

October 14th Kids' Fall Fest

October 31st Little Tykes Trick-or-Treat

November 3rd Fall Art Walk

November 24th Parade of Lights

November 25th Small Business Saturday

December 9th Breakfast with Santa

LITTLE TYKES
TRICK-OR-TREAT

Downtown Helena
Wedding
Stroll

a little bit of
EVERYTHING

WEDDING STROLL

The Wedding Stroll is an annual event and retail promotion that highlights all that Downtown Helena and surrounding areas have to offer for weddings, rehearsal dinners, honeymoons, engagement parties, bachelor/bachelorette parties, and wedding receptions. The event encourages movement throughout Downtown Helena and is hosted by participating businesses.

EVENT DETAILS

DATE: Saturday, March 11th, 2017

TIME: 11AM-3PM

LOCATION: Throughout Downtown Helena, beginning at the Great Northern Town Center, ending at Holiday Inn Downtown

ATTENDANCE: 400+

SPONSORSHIP DETAILS

PRESENTING SPONSOR: $1,000 (one opportunity available)

SUPPORTING SPONSOR: $500

CONTRIBUTING SPONSOR: $100

Downtown Helena Wedding Stroll

SPRING ART WALK

The Spring Art Walk is an annual event organized by Downtown Helena, Inc. which draws hundreds of people downtown for a fun and vibrant night. This unique Downtown Helena event brings over 65 of Montana's finest artists into over 40 Downtown businesses, and brings the Helena community together as the "Best Small Art Town in America!" From photography and paintings to ceramics and live performances, the Spring Art Walk showcases a diverse range of artwork created by Montana artists. There will also be live music and refreshments at select locations.

EVENT DETAILS

DATE: Friday, May 12th, 2017

TIME: 5-9PM

LOCATION: Throughout Downtown Helena

ATTENDANCE: 3,000+

SPONSORSHIP DETAILS

PRESENTING SPONSOR: $2,000 (one opportunity available)

SUPPORTING SPONSOR: $1,000

CONTRIBUTING SPONSOR: $500

ALIVE AT FIVE

Alive @ Five is a summer concert series that takes place every Wednesday during the months of June, July, & August. The series offers a fun event where food and craft vendors, local bands and members of the community can celebrate summer in various parks and hot-spots in the Downtown area.

The event is free, family-friendly and everyone is encouraged to attend and enjoy!

Alive at Five
DOWNTOWN HELENA

EVENT DETAILS

DATE: Every Wednesday in June, July, and August
TIME: 5-9PM
LOCATION: Rotates
ATTENDANCE: 20,000+ throughout entire season

SPONSORSHIP DETAILS

SUMMER-LONG
SPONSOR: $10,000
(one opportunity available)

WEEKLY BAND SPONSOR: $1,000
(13 Opportunities Available in 2017)

KIDS' CORNER SEASON-LONG
SPONSOR: $2,000

FRIENDS OF ALIVE AT FIVE
SPONSOR: $100

ALIVE AT FIVE

SPONSORSHIP DETAILS

SUMMER-LONG SPONSOR: $10,000

(one opportunity available)

Sponsorship goes towards event fees

- Logo on stainless steel, Commemorative 20th Year Alive at Five Cup
- On-stage name mentions with weekly attendance averaging 1500+ individuals
- Opportunity to hang business banners on stage
- Weekly radio name mentions on four local stations
- Opportunity to record additional radio ads throughout the Alive at Five season
- TV name mentions & logo
- Downtown web page name mention & logo
- Downtown Facebook postings with over 5500 likes
- Alive @ Five posters listing sponsor name “2017 Alive at Five Presented by... YOU!”
- Receives 40 free drink tokens

WEEKLY BAND SPONSOR: $1,000 (13 Opportunities Available in 2017)

Sponsorship goes towards bands fees

- On-stage name mentions with weekly attendance averaging 1500+ individuals
- Opportunity to announce the band that week at the event
- Opportunity to hang business banners on stage
- Weekly radio name mentions on four local stations
- Opportunity to record our radio ad for the week of your sponsorship
- TV name mentions & logo
- Downtown web page name mention & logo
- Downtown Facebook postings with over 5500 likes
- Alive @ Five posters listing sponsor name and announcing Band
- Receives 20 free drink tokens

** We request every sponsor to provide 6-10 volunteers for the day of their sponsorship to help with various aspects of running the event, including, but not limited to, serving beer and wine and working the wristband station.

KIDS' CORNER SEASON-LONG SPONSOR: $2,000 (2 Opportunities Available in 2017)

Sponsorship goes towards kids’ programming each week, including Playable Playgrounds

- On-stage name mentions with weekly attendance averaging 1500+ individuals
- Opportunity to hang business banners at kids’ corner
- TV name mentions & logo
- Downtown web page name mention & logo
- Downtown Facebook postings with over 5500 likes
- Alive @ Five posters listing sponsor name “2017 Alive at Five Kids’ Corner Presented by... YOU!”

FRIENDS OF ALIVE AT FIVE SPONSOR: $100

Sponsorship goes towards general event costs

- Your logo on a “Friends of Alive @ 5” banner
- Banner appears at every show during the season = 13 weeks!
- Social media promotion throughout the season, including Facebook (over 4600 likes), Instagram and Twitter

FASHION'S NIGHT HELENA

Downtown Helena's retail and restaurant scene will be in the spotlight as businesses host individual special events and invite the Helena community downtown for a night of VIP treatment. Downtown Helena exhibits its wide range of styles by revealing high fashion's new fall offerings but also celebrating Montana's own unique style fueled by our undeniable relationship with and appreciation of the great outdoors we are lucky enough to call home. Enjoy specials at restaurants, breweries and bars as we also relish in the unique tastes of Helena and Montana including locally-produced food delights, brews and spirits as well as our distinctive food culture.

EVENT DETAILS

DATE: Friday, Sept. 21st, 2017

TIME: 5:30-9PM

LOCATION: Throughout Downtown Helena

ATTENDANCE: 500+

SPONSORSHIP DETAILS

PRESENTING SPONSOR: $1,000 (one opportunity available)

SUPPORTING SPONSOR: $500

CONTRIBUTING SPONSOR: $100

FASHION'S NIGHT HELENA

KIDS' FALL FEST

Celebrate autumn in Downtown Helena with the Kids Fall Fest, a free family-friendly event in Pioneer Park. Join Downtown Helena, Inc. and the Helena Business Improvement District as they bring you fun activities. This event is designed to benefit and bring together a wide variety of entities in the Helena community. Local community organizations will be set up with educational booths and fun activities for kids of all ages. Local businesses will be offering items for sale ranging from caramel apples and cider to balloon animals and more. Downtown Helena, Inc. is dedicated to not only providing a fantastic Fall activity for families but also to support local businesses and organization through promotion and exposure at this community activity.

EVENT DETAILS

DATE: Saturday, Oct. 14th, 2017

TIME: 10AM-2PM

LOCATION: Pioneer Park

ATTENDANCE: 700+

SPONSORSHIP DETAILS

PRESENTING SPONSOR: $1,000
(one opportunity available)

SUPPORTING SPONSOR: $500

CONTRIBUTING SPONSOR: $100

Kids' Fall Fest

LITTLE TYKES TRICK-OR-TREAT

Dress up in your favorite costumes and join Downtown Helena, Inc. and the Helena Business Improvement District for the Little Tykes Trick or Treat on Halloween throughout Downtown Helena.

Local daycare centers, pre-schools, kindergartens, families and friends are invited to bring their kids, 5th grade and younger, Downtown for an exciting afternoon of trick or treating along the most historic mile in Montana. Participating Downtown Helena merchants, restaurants and businesses will be displaying the orange trick-or-treat posters in their windows and doorways to signify that they are handing out candy.

EVENT DETAILS

DATE: Tuesday, Oct. 31st, 2017

TIME: 1-4PM

LOCATION: throughout Downtown Helena

ATTENDANCE: 500+

SPONSORSHIP DETAILS

PRESENTING SPONSOR: $1,000 (one opportunity available)

SUPPORTING SPONSOR: $500

CONTRIBUTING SPONSOR: $100

LITTLE TYKES TRICK-OR-TREAT

FALL ART WALK

This anticipated event brings downtown businesses, local artists, and the Helena community together to experience a variety of art in unique venues throughout downtown.

There will be free food and beverages, live music, and door prizes at select locations. Come celebrate the arts at the Fall Art Walk!

EVENT DETAILS

DATE: Friday, November 3rd, 2017

TIME: 5-9PM

LOCATION: throughout Downtown Helena

ATTENDANCE: 5,000+

SPONSORSHIP DETAILS

PRESENTING SPONSOR: $2,000 (one opportunity available)

SUPPORTING SPONSOR: $1,000

CONTRIBUTING SPONSOR: $500

FALL ART WALK

HOLIDAY STROLL WEEKEND

The Parade of Lights is a Downtown Holiday tradition to kick off the Holiday season. The parade is co-sponsored by the Helena Business Improvement District and Downtown Helena, Inc. to gather friends and families to kick-off the holiday season with the official lighting of the world's only downtown Firetower as the Guardian of the Gulch. Businesses, clubs, school groups, teams, non-profit organizations and individuals are encouraged to participate by entering a float, ATV's, motorcycles, cars, trucks, boats and even lighted dogs or folks.

PARADE DETAILS

DATE: Friday, Nov. 24th, 2017

TIME: Starts at 6PM

LOCATION: Begins at Lawrence and Last Chance Gulch, ends at Library (stays on LCG)

ATTENDANCE: 2,000+

SPONSORSHIP DETAILS

PRESENTING SPONSOR: $1,000 (one opportunity available)

SUPPORTING SPONSOR: $500

CONTRIBUTING SPONSOR: $100

Holiday Stroll

WEEKEND

DOWNTOWN HELENA, INC.
318 FULLER AVENUE
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INFO@HELENABID.COM

call us today