



2018 MARKETING OPPORTUNITIES

People are talking about Downtown Springdale.

Be a key player in the revitalization movement.

Your support of programming helps provide fuel needed to build a beautiful, diverse, thriving Downtown - and you can position your brand in front of thousands of local employees, families, shoppers, civic leaders, festival-goers, tourists and arts patrons. **Let's work together to find creative and interactive ways to make your business visible.**





A Downtown Springdale tradition, Coffee & Cars is a classic, hot rod and everything-in-between car show series that meets every first Saturday morning from April through October. This friendly free event attracts hundreds of visitors of all ages, and four lucky cars drive away each month with prizes and plenty of bragging rights.

- Series Presenting Sponsor - \$5,000
- Series Coffee & Donuts Sponsor - In kind or \$2,500
- Series Supporting Sponsor - \$1,000
- Single Month Supporting Sponsor - \$250



We're combining the excitement and charm of an old-fashioned train ride with a delicious adult wining and dining experience featuring a fresh, seasonal menu. Chew-Chew Train will offer guests a relaxing ride on one of the A&M Railroad excursion train's three first-class cars, where they'll window gaze and enjoy a multicourse meal while traveling through the picturesque Ozark hills.

- Dinner Presenting Sponsor - \$3,000
- Cocktail Sponsor - \$1,000
- Entertainment Sponsor - \$1,000
- Dinner Supporting Sponsor - \$500



FREE OUTDOOR MUSIC IN DOWNTOWN SPRINGDALE

TURNBOW TUNES

MAY 24 | JUNE 14 | JULY 26 | AUGUST 23
WALTER TURNBOW PARK

This schedule of four free monthly family-friendly concerts will activate newly completed Walter Turnbow Park, beautifully located along the Razorback Greenway and Spring Creek. Turnbow Tunes will showcase live music as diverse as the community itself—and take place alongside Downtown Springdale's Thursday Evening Market in Shiloh Square.

**NEW
in
2018!!**

- Series Presenting Sponsor - \$5,000
- Series Supporting Sponsor - \$1,000
- Single Concert Supporting Sponsor - \$500

3rd Annual

OUTDOOR STREET DINNER

June 9 | Downtown Springdale

Back for its 3rd year, this popular event brings hundreds of guests together for a lively, friendly community dinner served under the night sky—right down the middle of Emma Avenue. Past attendees rave about the special experience of dining al fresco with family and friends, as well as meeting new neighbors. Tickets always sell out almost overnight for this uniquely Springdale evening.

- Dinner Presenting Sponsor - \$5,000
- Cocktail Sponsor - \$2,500
- Entertainment Sponsor - \$1,500
- Dinner Supporting Sponsor - \$1,000



Imagine fine dining on a sultry summer evening in a gorgeous garden setting, accompanied by the sound of friendly voices and live music. We'll be getting slightly swanky for Downtown Springdale Alliance's very first gala at the beautiful Magnolia Gardens, a location truly like no other in Northwest Arkansas. Expect some fun surprises at this inaugural occasion.



- Dinner Presenting Sponsor - \$5,000
- Cocktail Sponsor - \$2,500
- Entertainment Sponsor - \$1,500
- Dinner Supporting Sponsor - \$1,000



SHILOH SQUARE PAVILION

There's something especially wonderful about getting to know the people who grow your food and make the quality handmade products you enjoy. The Thursday Evening Farmers Market meets each week from May through October in the Shiloh Square Pavilion, overlooking Turnbow Park and the bustle of Emma Avenue. Each market session features special children's activities and a unique theme or feature to keep every week as fresh as the produce.

- Evening Market Season Presenting Sponsor - \$2,500
- Evening Market Season Supporting Sponsor - \$500

SPRINGDALE'S CELEBRATION OF FALL



OCTOBER 25 - 28, 2018

Farm-to-Table Train Dinner • Fall Fling • Springdale Halloween Fest • Brews & Tunes

2018 is our second year of celebration during one of the best times of year. The Ozarks region we call home is rich with culture, and we're highlighting a curated sample of wonderful traditions with a four-day festival, set among amenities unique to Springdale. Ozarktober Fest features food, music and lore, NWA's booming microbrewing industry and even a free Halloween Fest for the kids.



Ozarktober Farm to Table Dinner Train Excursion

Celebrating the local growers of our own regional network of vibrant farmers markets, this unique evening features a gourmet feast of seasonal foods and beverages grown, prepared or brewed in NWA. The adventure begins with a few savory treats and cocktails, then guests board a first-class A&M Railroad dining car for an autumn dinner excursion down the tracks as the sun sets.

Ozarktober Fall Fling and Halloween Hayrides

Autumn in the Ozarks wouldn't be complete without hayrides, pumpkin carving, music and maybe even a big bonfire. This night of Ozarktober Fest is for all ages—and the stuff of which memories are made.

Ozarktober Brews & Tunes

The final day of Ozarktober Fest culminates with a full afternoon of free performances of traditional music and dance, art, folklore and culture—all alongside a ticketed tasting festival featuring delicious microbrews of the region. This gathering is perfectly enhanced by the charm of its fantastic location along the Razorback Greenway in the gracious Magnolia Gardens.

- Presenting Sponsor - \$3,000
- Cocktail Sponsor - \$1,000
- Supporting Sponsor - \$500

- Presenting Sponsor - \$2,000
- Supporting Sponsor - \$500

- Presenting Sponsor - \$5,000
- Stage Sponsor - \$2,500
- Supporting Sponsor - \$1,000



Always the Saturday after Thanksgiving, **Christmas on the Creek** is Springdale's holiday family tradition. Downtown fills with lights, live music, the region's largest live Christmas tree, a handmade marketplace, photos with Santa, mini-train rides and more. This festival attracts thousands over the course of the day and evening—as the celebration culminates in the Christmas Parade of the Ozarks.

The fun doesn't end after one day - we keep the holiday spirit going into December with additional social gatherings and activities for all ages.

CHRISTMAS IN DOWNTOWN

INCLUDES CHRISTMAS ON THE CREEK and ALL OTHER DSA PRODUCED HOLIDAY EVENTS

Presenting and Title Sponsor - \$15,000

Supporting Sponsor - \$2,500

OTHER MARKETING OPPORTUNITIES

- Children's Mini-Train Rides
- Handmade Winter Market
- Holiday Face Painting
- Magic Show
- Music Main Stage
- Photos with Santa

Individual Activity Sponsor - \$1,500





SPONSORSHIPS AVAILABLE

Align your company with Downtown's exciting momentum.

The Downtown Springdale Alliance would like to work with you to create a unique marketing strategy that positions your business in a meaningful way.

Multiple payment options are available to fit your budget.

Contact Kelly Syer at (479)236-4256 or kelly@downtownspringdale.org

