

2012 CALENDAR

| | |
|------------------|--|
| <u>January</u> | |
| 6 | First Friday |
| 23-28 | Crazy Days |
| <u>February</u> | |
| 3 | Art Walk |
| 3 | First Friday |
| <u>March</u> | |
| 2 | First Friday |
| 17 | Celtic Parade |
| 25 | Purple 5K |
| <u>April</u> | |
| 6 | First Friday |
| 22 | Earth Day |
| <u>May</u> | |
| 4 | First Friday |
| 5 | |
| 4 | Art Walk |
| 12 | Women's Run |
| 14-19 | MSU-B Wine & Food Festival |
| <u>June</u> | |
| 1 | First Friday |
| 7,14,21,28 | Alive After 5 |
| 16 | Heart and Sole Run |
| 9 | Strawberry Festival |
| 16 | Wild West Soiree |
| 27 | Criterium Bike Race |
| <u>July</u> | |
| 6 | First Friday |
| 5,12,19,26 | Alive After 5 |
| 14-15 | Summer Fair |
| 23-28 | Crazy Days |
| 20 | Big Sky State Games Opening Ceremonies |
| 21,28 | Farmer's Market |
| <u>August</u> | |
| 3 | First Friday |
| 3 | ArtWalk |
| 2,9,16,23,30 | Alive After 5 |
| 4,11,18,25 | Farmer's Market |
| 1,8,15,22,29 | Farmer's Market (Wed) |
| 10-12 | Blues Festival |
| 10-18 | Montana Fair |
| 25 | Billings Clinic Classic |
| 31 | Burn the Point |
| <u>September</u> | |
| 1 | Burn the Point |
| 7 | First Friday |
| 1,8,15,22,29 | Farmer's Market |
| <u>October</u> | |
| 6 | Farmer's Market |
| 5 | First Friday |
| 5 | Artwalk |
| 13 | Harvestfest |
| 20 | Harvestfest Raindate |
| 31 | Downtown Trick or Treating |
| <u>November</u> | |
| 2 | First Friday |
| 23 | Holiday Parade |
| <u>December</u> | |
| 7 | First Friday |
| 7 | Christmas Stroll /Santa Downtown |
| 7 | ArtWalk |

Bold Indicates DBA events

Billings Downtown Starts here.

DBA

Board of Directors

Steve Bruggeman
Board President
Valley Financial Services

Kim Schweikert
VP/Marketing
MSU-B Downtown

Ziggy Ziegler
VP/Membership
Stella's Restaurant and Bakery

Dana Bishop
VP/Advocacy
Econo Print

Kris Fairlee
Treasurer
First Interstate Bank

William "Woody" Wood
Member At Large
Alberta Bair Theater

Mike Bilansky
Anderson Management Group

Julie Burton
Billings Clinic

Bob Carr
Montana State University Billings

Biff Hagstrom
Christos Therapy

Gail Harmoning
Anytime Fitness

Denice Johnson
niecee's

Greg Krueger
Solutions Downtown, Inc.

Matt Robertson
NAI Properties

Debbie Singer
NorthWestern Energy

Chris White
Albertson's

Ad Hoc Board Members

Shelly Gayvert
Yellowstone Valley Farmer's Market

Tom Krause
Billings Chamber of Commerce CVB

Chris Mallow
City of Billings Parking Division

January 19, 2012

Dear Friend of Downtown:

Downtown Billings has been the creator and steward of so many wonderful events for 26 years now. Founded in 1985, the Downtown Billings Association is synonymous with Alive After 5, Strawberry Festival, Holiday Parade, Harvestfest, and Downtown Night with the Mustangs - to name a few of our home-grown community events.

The partnership of generous sponsors like you, great programming, and our tireless event team make our events spectacular for our guests. Additionally, our events provide excellent promotional opportunities for your business with exposure at events, online including social media, in print, on radio and TV.

We invite you to be part of the transformation that we witness in our downtown streets as residents, tourists, vendors, volunteers, and entertainers all come together to celebrate community, to shop local, or simply just get out there and play! Thousands of children play in our streets; they paint pumpkins, decorate flower pots, and shout for acknowledgement from Santa. Professionals gather in the streets to take in a concert, network, and eat great food. And we all don our ball caps and cheer on the Mustangs in Dehler Park!

Enclosed you will find a sponsorship package and commitment form from the Downtown Billings Association (DBA) detailing our event season and all of the opportunities available to you. Please don't hesitate to contact our office should you have any questions or you need helping matching your business with what we think would be the perfect venue and demographic for you to reach.

We will be calling on you in the next few days to make sure you received our packed and to answer any questions you may have. It is with joyful anticipation that we approach event season 2012 and invite you to join us!

Sincerely and enthusiastically,



Lisa K. Harmon
Executive Director
Downtown Billings Association
Business Improvement District



Mikal Young
Marketing & Events Coordinator
Downtown Billings Association



2012 EVENT SPONSORSHIP

PLATINUM PACKAGE

- Your company name and logo listed in Event Programs and on website.
- Your company announced as an Official Title Sponsor of event.
- Your company name and logo printed on promotional materials distributed throughout the community.
- A representative of your company will be introduced during the event and be invited to give a brief welcome to the audience.
- Your company will be given a space to hang a 4'x6' banner or sign at event
- Your company will be included, and invited to attend one on-air interview for the event's radio campaign.
- Your company will receive an end of the season Wrap Up Report.

GOLD PACKAGE

- Your company name and logo listed in Event Programs and on website.
- Your company announced as an Official Sponsor of event.
- Your company name and logo printed on promotional materials distributed throughout the community.
- Your company will be given space to hang a 3'x5' banner or sign at each concert location.

SILVER PACKAGE

- Your company name and logo listed in Event Programs and on website.
- Your company announced as an Official Sponsor of event.
- Your company name and logo printed on promotional materials distributed throughout the community

BRONZE PACKAGE

- Your company name and logo listed in Event Programs and on website.



For more information about sponsorship please contact:

Mikal Young at (406)294-5060 or mikaly@downtownbillings.com

WWW.DOWNTOWNBILLINGS.COM

2012



Sponsor Commitment Form

Company Information

Company/ID should Read _____
Contact _____ Title _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ Fax _____ Cell _____
Email _____ Website _____

Sponsorship Selection

Sponsorship Event Selection

- PLATINUM SPONSOR
GOLD SPONSOR
SILVER SPONSOR
BRONZE SPONSOR
STAGE SPONSOR
OTHER

- STRAWBERRY FESTIVAL (June 9)
ALIVE AFTER 5 CONCERT SERIES (June 7- August 30)
AA5 FAMILY FUN NIGHT (August 23)
DOWNTOWN NIGHT AT THE MUSTANGS (July 30)
HARVESTFEST (October 13)
HOLIDAY PARADE (November 23)
CHRISTMAS STROLL (December 7)

Payment Information

Payment is required with this application. Payable to: Downtown Billings Association

Check enclosed in the amount of \$ _____
Please charge my VISA /MasterCard/Discover In the amount of \$ _____
Credit Card Number _____ Expiration Date ____/____/____
Print Name as it appears on Card _____
Authorized Signature _____

Important Information

- 1. Please include company logo in electronic format along with brief company summary (50 words max) for DBA promotional material
2. Or mail to: Downtown Billings Association-2815 2nd Ave. N.-Billings, MT 59101 • Phone: 406-294-5060 • Fax: 406-294-5061 • WWW.DOWNTOWNBILLINGS.COM

Sponsor Commitment Form

21st Annual **STRAWBERRY FESTIVAL**

A Home Grown Community Event

8am-5pm June 9, 2012

Billings Downtown
Starts here.

Company Information

Company/ID should Read _____
Contact _____ Title _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ Fax _____ Cell _____
Email _____ Website _____

Sponsorship Selection

\$2,500—PLATINUM \$1,000—GOLD \$500—SILVER \$250—STAGE



Kid's Zone caters to over 3,000 kids making crafts



65ft Strawberry shortcake



Local entertainment on stage from 9am—4pm



The festival takes up 7 blocks and boasts 2 entertainment areas



125 plus A&C, Food, Non-Profit, & Commercial vendors along with over 10,000 attendees in one day!




Payment Information

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 Please charge my VISA/MasterCard/Discover \$ _____
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Authorized Signature _____

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 **Downtown Billings** • WWW.DOWNTOWNBILLINGS.COM •



Sponsorship of the Strawberry Festival goes beyond providing great advertising and exposure for your business, it also helps support the Business Improvement District's Spare Change for Real Change (SCRC) program, our downtown awareness and giving campaign that works to alleviate poverty and homelessness in our city. 5% of the proceeds from this event will be donated to the SCRC program. Check out www.4realchange.org for more information.

Sponsor Commitment Form

2012 ALIVE AFTER 5

FAMILY FUN NIGHT

5pm-9pm • Thursday • Aug 23

Billings Downtown
Starts here.

Company Information

Company/ID should Read _____
 Contact _____ Title _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone _____ Fax _____ Cell _____
 Email _____ Website _____

Sponsorship Selection

\$2,500—PLATINUM \$1,000—GOLD \$500—SILVER \$250—BRONZE



A Kid's Zone complete with a Kid's Band, Activities, Games, Face Painting, Giant Twister, Prizes and more!




2 Blocks 2 Bands Food Court Area Great Media Partners Family Friendly Kid's Zone!

Payment Information

Payment is required with this application. Payable to: Downtown Billings Association

Check enclosed in the amount of \$ _____
 Please charge my VISA/MasterCard/Discover \$ _____
 Credit Card Number _____ Expiration Date ____/____/____
 Print Name as it appears on Card _____
 Authorized Signature _____

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Sponsorship of the Alive After 5 Family Fun Night goes beyond providing great advertising and exposure for your business, it also helps support the Business Improvement District's Spare Change for Real Change (SCRC) program, a non-profit awareness and giving campaign that works to alleviate poverty and homelessness in our city. 5% of the proceeds from this event will be donated to the SCRC program. Check out www.4realchange.org

2012
Sponsor Commitment Form
DOWNTOWN NIGHT with THE MUSTANGS
DBA's Longest Running Event
Game Starts at 7:05pm • Monday, July 30, 2012



Company Information

Company/ID should Read _____
 Contact _____ Title _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone _____ Fax _____ Cell _____
 Email _____ Website _____

Sponsorship Selection

\$1,500—PLATINUM \$1,000—GOLD \$500—SILVER \$250 — BRONZE



Downtown Billings invites the public to come enjoy a baseball game at Dehler Park

Free tickets

Downtown Billings on the Scoreboard

Merchant give-aways

First Pitch

friends and family




Downtown Billings Night with The Mustangs is our longest running event and still going strong!


Payment Information

Payment is required with this application. Payable to: Downtown Billings Association

Check enclosed in the amount of \$ _____
 Please charge my VISA/MasterCard/Discover \$ _____
 Credit Card Number _____ Expiration Date ____/____/____
 Print Name as it appears on Card _____
 Authorized Signature _____

Important Information

 Sponsorship of Downtown Night with the Mustangs goes beyond providing great advertising and exposure for your business, it also helps support the Business Improvement District's Spare Change for Real Change (SCRC) program, our downtown awareness and giving campaign that works to alleviate poverty and homelessness in our city. 5% of the proceeds from this event will be donated to the SCRC program. Check out www.4realchange.org.

Please include company logo in electronic format along with brief company summary (50 words max) to
 Mikaly@downtownbillings.com or mail to: Downtown Billings Association-2815 2nd Ave. N.-Billings, MT 59101 •
 Phone: 406-294-5060 • Fax: 406-294-5061 •  **Downtown Billings** • WWW.DOWNTOWNBILLINGS.COM •

Sponsor Commitment Form

8th Annual HARVESTFEST

A Home Grown Community Event

9am-4pm October 13, 2012

Billings Downtown
Starts here.

Company Information

Company/ID should Read _____
Contact _____ Title _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ Fax _____ Cell _____
Email _____ Website _____

Sponsorship Selection

\$1,500—PLATINUM \$1,000—GOLD \$500—SILVER \$250—BRONZE



Kid's Zone caters to over 1,500 kids making crafts



Celebrity Pumpkin Carving contest, Pumpkin Seed Spitting & Pie Contest



*Fall Basket & Found Metal Scarecrow Raffle
NEW 30'x60' Harvestfest Beer Garden*




Entertainment, A&C, Food, Non-Profit, Antique, Flea Market & Commercial vendors along with over 5,000 plus attendees

Payment Information

Payment is required with this application. Payable to: Downtown Billings Association

Check enclosed in the amount of \$ _____
 Please charge my VISA/MasterCard/Discover \$ _____
Credit Card Number _____ Expiration Date ____/____/____
Print Name as it appears on Card _____
Authorized Signature _____

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Sponsorship of Harvestfest goes beyond providing great advertising and exposure for your business, it also helps support the Business Improvement District's Spare Change for Real Change (SCRC) program, our downtown awareness and giving campaign that works to alleviate poverty and homelessness in our city. 5% of the proceeds from this event will be donated to the SCRC program. Check out www.4realchange.org for more information.

Sponsor Commitment Form

27th Annual HOLIDAY PARADE

A Home Grown Community Event

Starts at 7pm November 23, 2012

Billings Downtown
Starts here.

Company Information

Company/ID should Read _____
 Contact _____ Title _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone _____ Fax _____ Cell _____
 Email _____ Website _____

Sponsorship Selection

\$2,500—PLATINUM 1,000—GOLD \$500—SILVER \$250—BRONZE



The Holiday Parade is over a 125 entries strong and attracts and entertains thousands along a 1 mile parade route. This community event is broadcasted live on Community 7, has a judging panel and floating trophies for entries.



Payment Information

Payment is required with this application. Payable to: Downtown Billings Association

Check enclosed in the amount of \$ _____
 Please charge my VISA/MasterCard/Discover \$ _____
 Credit Card Number _____ Expiration Date ____/____/____
 Print Name as it appears on Card _____
 Authorized Signature _____



Sponsorship of the Holiday Parade goes beyond providing great advertising and exposure for your business, it also helps support the Business Improvement District's Spare Change for Real Change (SCRC) program, our downtown awareness and giving campaign that works to alleviate poverty and homelessness in our city. 5% of the proceeds from this event will be donated to the SCRC program. Check out www.4realchange.org

Please include company logo in electronic format along with brief company summary to: Mikaly@downtownbillings.com or mail to: Downtown Billings Association • 2815 2nd Ave. N. • Billings, MT 59101 • phone: 406-294-5060 • Fax: 406-294-5061 •



Downtown Billings • WWW.DOWNTOWNBILLINGS.COM •

Sponsor Commitment Form

CHRISTMAS STROLL

A Home Grown Community Event

6pm-9pm December 7, 2012

Billings Downtown
Starts here.

Company Information

Company/ID should Read _____
 Contact _____ Title _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone _____ Fax _____ Cell _____
 Email _____ Website _____

Sponsorship Selection

\$1,500—PLATINUM \$1,000— GOLD \$500— SILVER \$250— BRONZE



Christmas trees under Skypoint, Wreaths, Food, Music, Caroling, Pictures with Santa, Kids' Activities, Wine Tent and more....

Payment Information

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 Print Name as it appears on Card _____
 Authorized Signature _____

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Sponsorship of the Downtown Christmas Stroll goes beyond providing great advertising and exposure for your business, it also helps support the Business Improvement District's Spare Change for Real Change (SCRC) program, our downtown awareness and giving campaign that works to alleviate poverty and homelessness in our city. 5% of the proceeds from this event will be donated to the SCRC program. Check out www.4realchange.org for more information.



Downtown Billings • WWW.DOWNTOWNBILLINGS.COM

Sponsor Commitment Form

11th Annual **Downtown Trick or Treating**
A Home Grown Community Event
Noon-4pm October 31, 2012

Billings Downtown
Starts here.

Company Information

Company/ID should Read _____
Contact _____ Title _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ Fax _____ Cell _____
Email _____ Website _____

Sponsorship Selection

\$250-GREAT PUMPKIN \$100- PUMPKIN PATCH \$50-PUMPKIN SEED _____ CANDY



DBA welcomes over 500 ghosts and goblins with goodie bags, candy and a participating merchant Trick or Treat direction map.



This community event doesn't generate revenue and is solely for the children, showcasing a fun, vibrant clean and safe downtown.


Payment Information

Check enclosed in the amount of \$ _____
 Please charge my VISA/MasterCard/Discover \$ _____
Credit Card Number _____ Expiration Date ____/____/____
Print Name as it appears on Card _____
Authorized Signature _____



Sponsorship of our downtown events goes beyond providing great advertising and exposure for your business, it also helps support the Business Improvement District's Spare Change for Real Change (SCRC) program, our downtown awareness and giving campaign that works to alleviate poverty and homelessness in our city. 5% of the proceeds from this event will be donated to the SCRC program. Check out www.4realchange.org for more information.

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2012 AA5 EVENT SPONSORSHIP

PLATINUM PACKAGE — \$5,000

- Your company name and logo listed in the Alive After 5 Summer Concert Series Programs and on website
- Your company announced as an Official Title Sponsor of the entire series at all concerts
- Your company name and logo printed on promotional materials distributed throughout the community.
- A representative of your company will be introduced during one of the evening concerts and be invited to give a brief welcome to the audience.
- Your company will be given a space to hang a 4'x6' banner or sign at each concert location.
- Your company will be included, and invited to attend one on-air interview in the Alive After 5 Summer Concert Series radio campaign.
- Your company will receive 12 free AA5 wristbands.
- Your company will receive an end of the season Wrap Up Report.

GOLD PACKAGE — \$2,500

- Your company name and logo listed in the Alive After 5 Summer Concert Series Programs and on Website.
- Your company announced as an Official Sponsor of the entire series at all concerts.
- Your company name and logo printed on all promotional materials distributed throughout the community.
- Your company will be given space to hang a 3'x5' banner or sign at each concert location.

SILVER PACKAGE — \$1,500

- Your company name and logo listed in the Alive After 5 Summer Concert Series Programs and on Website.
- Your company announced as an Official Sponsor of the entire series at all concerts.
- Your company name and logo printed on all promotional materials distributed throughout the community.

BRONZE PACKAGE — \$500

- Your company name and logo listed in the Alive After 5 Summer Concert Series Programs and on Website.

**For more information about sponsorship please contact:
Mikal Young at (406)294-5060 or mikaly@downtownbillings.com*

WWW.DOWNTOWNBILLINGS.COM

Sponsor Commitment Form

2012 ALIVE AFTER 5

A Home Grown Community Event!
5pm-8pm • Thursdays • June 7th-Aug 30

Billings Downtown
 Starts here.

Company Information

Company/ID should Read _____
 Contact _____ Title _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone _____ Fax _____ Cell _____
 Email _____ Website _____

Sponsorship Selection

\$5,000—PLATINUM \$2,500 — GOLD \$1,500—SILVER \$500—BRONZE



13 Different Venues



13 Different Bands



13 Different Vibes



ALL DOWNTOWN!!



Fantastic Media Partners, Gracious Hosts, Awesome Crowds, Wonderful Food, & Great Bands!

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Downtown Billings • WWW.DOWNTOWNBILLINGS.COM •



Sponsorship of Alive After 5 concert series goes beyond providing great advertising and exposure for your business, it also helps support the Business Improvement District's Spare Change for Real Change (SCRC) program, our downtown awareness and giving campaign that works to alleviate poverty and homelessness in our city. 5% of the proceeds from this event will be donated to the SCRC program. Check out www.4realchange.org for more information.