

**COOL
SPRING** 
DOWNTOWN DISTRICT



NIGHT CIRCUS: A DISTRICT NYE SPECTACULAR

**SPONSORSHIP
BROCHURE**

PROGRESS. ACTIVATION. DEVELOPMENT. JOY.

Cool Spring Downtown District



OUR VISION

We envision the district as a vibrant center of artistic, cultural, civic, and commercial activity, a place where people live, work, frequently visit and loyally patronize, a robust generator of economic prosperity for all residents of Fayetteville and Cumberland County.

OUR MISSION

To create and sustain an arts and entertainment district emanating from the central core of the City of Fayetteville, NC.

HOW CAN YOU PARTNER WITH THE COOL SPRING DOWNTOWN DISTRICT?

Are you looking for unique charitable and philanthropic opportunities to show your support for the vitality and development of the Downtown Fayetteville community?

CONSIDER BECOMING A NIGHT CIRCUS NYE SPECTACULAR SERIES SPONSOR.

Our events draws anywhere from hundreds to thousands of attendees, and thousands more are reached through our website, newsletters, social media, and advertisements. If your business or organization is looking for community exposure, reaching Fayetteville residents and visitors alike, select one of the many sponsorship opportunities listed below. Don't see one that fits just right? We would be delighted to work with you to create a customized sponsorship package.



3-2-1...
**HAPPY
NEW
YEAR!**



NIGHT CIRCUS

A DISTRICT NYE
SPECTACULAR

IN PARTNERSHIP WITH THE CITY OF FAYETTEVILLE, THE DISTRICT HOSTS THE CITY'S BIGGEST NYE CELEBRATION. THE NIGHT CIRCUS FEATURES ATTRACTIONS SUCH AS FIRE DANCERS, STILT WALKERS, ROVING MAGICIANS, FESTIVE FOOD, AND MORE. THE NYE SPECTACULAR STAGE LIGHTS UP WITH NATIONAL TOURING HEADLINERS AND DJs GUARANTEED TO BRING THE PARTY. AND UNLIKE OTHER CITIES, WHEN THE CLOCK STRIKES MIDNIGHT, WE RAISE A LARGER THAN LIFE STAR INTO THE AIR TO WELCOME THE NEW YEAR.

ESTIMATED ATTENDANCE: 12,000





DISTRICT EVENT SERIES SPONSORSHIP LEVELS

BIG BANG: \$20,000

- Named as **PLATINUM TITLE SPONSOR** for event or series
- One-time/one-night use of *CAN DO TROLLEY* for private event (5 hour max.)
- Logo placement on event banner on District website, event /series page, and in dedicated event email with link to business/company
- Premier radio/print/social media mentions w/ logo and live mention at event
- Vendor booth at event or series (if applicable) / premier placement of promotional items and signage at event(s)
- Access to VIP area during event (if applicable)
- 20 District beer and wine tokens (no expiration date on usage)
- VIP seating at event (as applicable)
- 15 District beer and wine tokens (no expiration date on usage)

SHOOTING STAR: \$5,000

- Listed on event/series page with link to company website
- Print & social media mention with logo
- Vendor booth at event or series (if applicable)
- 10 District beer and wine tokens (no expiration date on usage)

FULL MOON: \$2,500

- Listed on event/series page
- Print and social media mention
- Vendor booth at event or series (if applicable)
- 5 District beer and wine tokens (no expiration date on usage)

SUPERNOVA: \$10,000

- Named as **PREMIER SPONSOR** for event or series
- Advertising space on *CAN DO TROLLEY* during event/series
- Logo placement on District website & dedicated post on event/series page with link to business/company website
- Radio/print/social media mentions with logo; live mention at event
- Vendor booth at event or series (if applicable) / premier placement of promotional items and signage at event(s)

BRIGHT STAR: \$1,000

- Print and social media mention
- Vendor booth at event or series (if applicable)
- 2 District beer and wine tokens (no expiration date on usage)

*ALL EVENT/SERIES SPONSORS LISTED, BY LEVEL, IN **STATE OF THE DISTRICT** ANNUAL REPORT

Sponsorship Commitment Form

BUSINESS/ORGANIZATION NAME:

POINT OF CONTACT NAME & TITLE

ADDRESS:

PHONE:

EMAIL:

SELECTED EVENT(S)

SPONSORSHIP AMOUNT \$

AUTHORIZED REPRESENTATIVE - NAME & TITLE

DATE

PLEASE RETURN THIS FORM/MAKE CHECK PAYABLE TO:

Cool Spring Downtown District
222 Hay Street
Fayetteville, NC 28301

COOL SPRING



DOWNTOWN DISTRICT



CONTACT US:

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