

Downtown Lynchburg Association

2023 SPONSORSHIP OPPORTUNITIES



Downtown Lynchburg Association works to create a strong, vibrant, and welcoming downtown with a unique and historic character. For nearly twenty-five years, we have been working toward one goal: a fully revitalized downtown. We have done this through marketing initiatives, cultural events, beautification efforts, business support, advocacy, and more. We are a catalyst for positive change, and as a non-profit organization, we rely on community partners to help us do what we do.

In 2023, Downtown Lynchburg Association will strive to accomplish our mission by providing new public art, hosting popular events, and launching new marketing and promotion initiatives to strengthen our business community. Our scope of work includes projects and programs that will support the downtown business community, attract new amenities, improve the physical environment, and create a more exciting urban hub for both residents and visitors.

18.5k

INSTAGRAM
FOLLOWERS

19.2k

FACEBOOK
FOLLOWERS

150k

WEBPAGE
VIEWS/YR



Interested in becoming a sponsor? Please contact:

Ashley Kershner ashley@downtownlynchburg.com
(434) 485-7251 www.DowntownLynchburg.com

LAUNCH LYH

Community Business Launch Program // Spring 2023

Launch LYH is a grant program that will aim to decrease storefront vacancy in Downtown Lynchburg by providing current and potential entrepreneurs the capital they need to start up or expand in a downtown location. Selected applicants will go through a 6-week education course that will culminate in a pitch competition. Winners will receive grants between 10k and 25k to go toward start-up costs for their new or expanded downtown business. Not only will this program foster a stronger small business community, but it will also add amenities to the downtown landscape. At least \$25k will go to minority entrepreneurs.



LAUNCH LYH SPONSORSHIP LEVELS

	\$2,500	\$5,000	\$10,000
Company brand/logo on all event promotion (web, social, radio, tv, etc.)	●	●	●
Company logo/name on day-of displays	●	●	●
Post on Facebook event page	●	●	●
Instagram story featuring company	●	●	●
Name/logo recognition in DLA annual report	●	●	●
Opportunity to be a Launch LYH mentor for participants		●	●
Post on Downtown Lynchburg Instagram account		●	●
Post on Downtown Lynchburg Facebook Page		●	●
On-site banner at winning businesses for 3 months		●	●
Participate in pitch competition event planning			●
Participation as a judge during pitch competition			●
Recognition as "presented by..." during pitch competition			●
Company name on pre-event website banner			●
Quote in event press release			●

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DOWNTOWN LOFT TOUR

Showcasing the Downtown Living Lifestyle // April 29, 2023

This year, Downtown Lynchburg Association will take over the popular Downtown Loft Tour in its 15th year. This is a unique opportunity for residents and visitors to view over a dozen fully-furnished downtown lofts, apartments, and air b&bs – many on the tour for the first time! From small studios to large, penthouse lofts, each location is unique in its own way. Proceeds from this event will benefit the Free Clinic of Central Virginia.



LOFT TOUR SPONSORSHIP LEVELS

	\$2,500	\$5,000
Company name/logo on all event promotion (web, social, radio, tv, etc.)	●	●
Post on Facebook event page	●	●
Instagram story featuring company	●	●
Company name/logo recognition in DLA annual report	●	●
Company name/logo on all day-of event materials	●	●
On-site "Sponsored by..." banner at 4 participating lofts	●	●
Feature story on Downtown Lynchburg Instagram Account	●	●
Post on Downtown Lynchburg Instagram & Facebook Accounts		●
Company name on pre-event website banner		●
Quote in event press release		●

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DOWNTOWN FIREWORKS

Riverfront Park // June 30, 2023

Back for a third year! To provide a fun family experience during the summer holiday weekend, DLA will host Downtown Fireworks on the evening of **Friday, June 30** in Downtown Lynchburg. The celebration will be viewable from many downtown locations, and citizens will be encouraged to bring a picnic to Riverfront Park or the Bluffwalk for the best views. This event brought in roughly **4,600 visitors** to Downtown last year, and we look forward to an even larger crowd in 2022 as we aim to make this a tradition in our city.



DOWNTOWN FIREWORKS SPONSORSHIP LEVELS

	\$2,500	\$5,000	\$10,000	\$15,000
Name/logo recognition on event webpage	●	●	●	●
Name/logo recognition in all event promotion	●	●	●	●
Logo recognition on signage and displays at Riverfront Park	●	●	●	●
Name recognition in event speech	●	●	●	●
Name recognition in project press release(s)	●	●	●	●
Name/logo recognition in DLA annual report	●	●	●	●
Feature post on Downtown Lynchburg Facebook account		●	●	●
Company representation opportunity at event		●	●	●
Feature post on Downtown Lynchburg Instagram account			●	●
Product placement/display opportunity at event			●	●
Quote from company representative in project press release				●
Title sponsorship				●

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BRIGHT NIGHTS ON THE BLUFFWALK

A Holiday Lights Celebration on the Bluffwalk // November 19, 2023

Be the first to join on board for the first ever LIGHT UP THE BLUFF, which is sure to become a Lynchburg tradition! Join us as we turn the Bluffwalk in Downtown Lynchburg into an immersive holiday spectacle full of activities, family fun, and merriment.



SPONSORSHIP LEVELS	SPARKLE SPONSOR	LIGHTING SPONSOR	EXPERIENCE SPONSOR	TITLE SPONSOR
	\$5,000	\$10,000	\$15,000	\$25,000
Company name/logo on all event promotions (Web, Social, Radio, TV, etc)	●	●	●	●
On-site logo recognition on signage and displays	●	●	●	●
Vendor space at Tree Lighting Ceremony and during weekend activities	●	●	●	●
Name/logo recognition in DLA annual report	●	●	●	●
Mention in event press release	●	●	●	●
Post on Facebook event page		●	●	●
Custom-branded lighting installation (Twinkle tunnel, enchanted forest, lollipop lane, etc.)		●		●
Custom branded special light display or experience (Santa, photo wall, toy donations, kids activity, etc)			●	●
Instagram stories featuring your company at Tree Lighting event and weekend activities.			●	●
Opportunity for branded giveaways at Tree Lighting ceremony and weekend activities			●	●
Post on Downtown Lynchburg Instagram account				●
Quote in event press release				●
Company name on pre-event website banner				●
Speaking opportunity at Tree Lighting ceremony				●
Listing as title sponsor on all event promotions (Web, Social, Radio, TV, etc.)				●

DOWNTOWN GIFT CARD PROGRAM

Serving 40+ Downtown Lynchburg Businesses

The Downtown Lynchburg Gift Card program allows residents and visitors to purchase gift cards that can be used at one of **43 participating locations**. This number grew by 30% in 2021 and we expect to add even more participating businesses in 2022. These cards make for the perfect gift for family, friends, and co-workers who love to eat, shop, and explore. To date, over **\$100,000 in Downtown Gift Cards have been activated**. By sponsoring this program, you will be putting your name on something that helps to keep our local businesses strong.



DOWNTOWN GIFT CARD SPONSORSHIP LEVELS

	\$2,500	\$5,000	\$10,000
Name/logo recognition on Downtown Gift Card website	●	●	●
Name/logo recognition in all program materials	●	●	●
Name/logo recognition in DLA annual report	●	●	●
Feature post on Downtown Lynchburg Facebook account		●	●
Company recognition in online gift card purchase receipts		●	●
Feature post on Downtown Lynchburg Instagram account			●
Logo on all Downtown Lynchburg gift cards			●

Please contact our Executive Director if you are interested in sponsoring.

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