



2024 Alliance THE WATERFRONT
gig harbor, wa

SPONSORSHIP GUIDE

Our mission is...

to promote economic vitality by maintaining a historic waterfront community that attracts diverse businesses and people through collaboration, outreach and activities.

WHY SPONSOR US?

The Gig Harbor Waterfront Alliance is a 501(c)(3) non-profit. As a nationally accredited Main Street Program, our focus is small business support, economic vitality and community engagement.

In 2024 we plan to:

- Create a grant program that allows businesses in the waterfront district to receive direct support
- Partner with other local businesses, organizations and non-profits to provide fun, engaging, community-centric activities
- Side by side with Main Street America, develop a transformation strategy that will guide our organization and the waterfront district into the future.



WHAT OUR DONORS & SPONSORS ARE SAYING:

“All of us at Conestoga Wealth Partners are so grateful to be part of the Gig Harbor waterfront community. Sponsoring is the least we can do to show our appreciation for our beautiful community.

AJ Thibeault Jr., Managing Partner & Financial Advisor, Conestoga Wealth Partners

“It’s an honor to donate—the Alliance helps our local small businesses to thrive and makes Gig Harbor a really fun place to live. “

Chuck Meacham, The Meacham Foundation

WE SUPPORT...

6 MAJOR EVENTS

5 COMMUNITY PROJECTS






120 DOWNTOWN BUSINESSES

200+ VOLUNTEERS

DUELING PIANO *Fundraiser*

Event date:
May 31st 2024

★ Indicates number of available sponsorships








SPONSORSHIP INCLUDES	★ 1 GOLD Remaining	SILVER	★ 2 BRONZE	Multiple Available	
	\$2,500	1,000	\$750	\$500	\$250
# of complimentary tickets to event	Thank You	Thank You			Early Access to tickets
Social media promotion and shout out	Thank You	Thank You	✓	✓	Thank You
Website presence			✓	✓	Jill Guernsey & Tom Stanfield
Email thank you shout out to 5,000+ distribution list			✓	✓	✓
Program inclusion at event			✓	✓	✓
Special recognition & introduction by DWA board President at event	✓		✓		
Ability to hang banner on site during event	✓				



The majority of **proceeds from the fundraiser will go directly to the Alliance's new Grant Program** which enables businesses in the waterfront district to **apply for grants and receive funding** for projects such as: beautification, signage, lighting, events, activities, promotions and marketing materials. Your support will have a direct impact on the small businesses in our district who make the Gig Harbor waterfront such a special place.

NEW SPONSORSHIPS THIS YEAR

★ Indicates number of available sponsorships

	★ CHOWDER FEST March 2024	★ 2 GRANT PROGRAM SUPPORT 2024	GRANT PROGRAM SUPPORT Multiple Available	GRANT PROGRAM SUPPORT	★ 2 FALLFEST SPONSOR Oct 2024
SPONSORSHIP INCLUDES	IN-KIND	\$3,000	\$1,000	\$750	\$1,000
Logo on promotional and marketing materials		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo & recognition on our website		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition at annual fundraiser		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Surprise thank you appreciation gift		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Newsletter shout out to 5,000+ distribution list		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Social Media shout out on multiple channels		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
2 complimentary event tickets to an event of your choice		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Representative to sit on grant selection committee		<input checked="" type="checkbox"/>			

"The Alliance has proven to be a valuable partner for downtown businesses. The events, resources, and support that is shown by the Alliance for the past 12+ years has been a major reason for the growth and vitality of the Gig Harbor waterfront. I cannot thank them enough!"

-John Ross, Owner, Millville Pizza Co.

EVENT & PROGRAM SPONSORSHIPS

★ Indicates number of available sponsorships

	★ COLORING BOOK April 2024	★ GIRLS NIGHT OUT SPONSOR Nov 2024 Remaining	★ SIP & STROLL PREMIER SPONSOR TBD 2024	★ HOLIDAY COOKIES & COCOA Dec 2024	★ SMALL BUSINESS SATURDAY Nov 2024
SPONSORSHIP INCLUDES	\$5,000	\$2,000	\$3,000	\$2,500	\$1,500
Logo on promotional and marketing materials	<input checked="" type="checkbox"/>	Thank You	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo & recognition on our website	<input checked="" type="checkbox"/>	Thank You	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition at annual gala	Thank You		Thank You	Thank You	Thank You
Surprise thank you appreciation gift	Thank You		Thank You	Thank You	Thank You
Newsletter shout out to 5,000+ distribution list					
Social Media shout out on multiple channels					
Early access to register for events	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2 complimentary event tickets to an event of your choice	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

I have been fortunate to work in Gig Harbor for the past 31-years. Supporting the Waterfront Alliance is a valuable way to promote economic vitality and help preserve a historic waterfront. The Waterfront Alliance is truly making a difference in Gig Harbor and it is FUN!

-Richard Pifer, Regional Manager & Sr. Vice President, Timberland Bank



EVENT & PROGRAM SPONSORSHIPS

★ Indicates number of available sponsorships

	★ 2 CHALK THE HARBOR Jul 2024	★ 1 FLOWER BASKET WATERING May 2024 Remaining	★ 2 WALKING TOURS May 2024	★ 1 GIG HARBOR VISITOR MAP SPONSOR Remaining
SPONSORSHIP INCLUDES	\$1,500	\$1,500	\$1,000	\$1,500
Logo on promotional and marketing materials	✓	Thank You	✓	Thank You
Logo & recognition on our website	✓	Timberland Bank	✓	Timberland Bank
Recognition at annual gala	✓	Timberland Bank	✓	Timberland Bank
Surprise thank you appreciation gift	✓	Timberland Bank	✓	Timberland Bank
Newsletter shout out to 5,000+ distribution list	✓	✓	✓	Club of Gig Harbor Rotary
Social Media shout out on multiple channels	✓	✓	✓	Rotary International

FARMERS MARKET SPONSORSHIPS

 Indicates number of available sponsorships

SPONSORSHIP INCLUDES	MARKET PREMIER SPONSOR	KIDS CORNER SPONSOR	MARKET MUSIC SPONSOR	OPERATIONS SPONSOR	VOLUNTEER SPONSOR
	\$5,000	\$3,000	\$3,000	\$1,500	\$1,500
Logo on promotional and marketing materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo & recognition on Farmers Market website	Thank You	Thank You	Thank You	Thank You	Thank You
Recognition at annual gala	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Surprise thank you appreciation gift					
Newsletter shout out to 5,000+ distribution list	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media shout out on multiple channels	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo & recognition on Waterfront Alliance website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2 complimentary event tickets to an event of your choice	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Early access to register for events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

B&O TAX CREDIT PROGRAM



HOW DOES THE PROGRAM WORK?

MAKE A DONATION TO THE WATERFRONT ALLIANCE AND RECEIVE A 75% CREDIT ON YOUR B&O TAXES THE NEXT YEAR.

- If your business pays B&O you are eligible
- Register your pledge to donate on the DOR website in the amount of your choice
- Send a check to the Alliance by Nov 1st
- A B&O tax credit will show on your DOR account starting in Jan of the next year
- The federal tax deduction can be taken in the same year

**LEARN
MORE**



WASHINGTON STATE
MAIN STREET
PROGRAM

THE WATERFRONT
Alliance
gig harbor, wa



“We are proud to support the Waterfront Alliance for the work they do to make our local businesses stronger. Leveraging the B&O Tax Credit allows us to quadruple our support and send more funds back into our community.

- Reid Ekberg, President, Pilkey, Hopping & Ekberg Insurance



Become part of
something **WONDERFUL...**

WONDERFRONT

PARTNERSHIP PROGRAM

Join the Gig Harbor Waterfront Alliance as a “Wonderfront Partner” to help unite the community and Waterfront District stakeholders to encourage economic vitality and preserve historic character!

MORE INFO



Donate once or donate annually to unlock early access to our most popular programs.



THE WATERFRONT
Alliance
gig harbor, wa

SUPPORTING THE HEART AND SOUL OF GIG HARBOR