



2023

# SPONSORSHIP OPPORTUNITIES

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[www.gigharborwaterfront.org](http://www.gigharborwaterfront.org)





# WHY SPONSOR US?

The Downtown Waterfront Alliance (DWA) is a 501(c)(3) non-profit. As a nationally accredited Main Street Program, our mission is to **bring the community together**, encourage **economic vitality** and to **honor and preserve** Gig Harbor's history.

Our goals are:

- To make the Gig Harbor waterfront a vibrant place where residents, visitors, and boaters enjoy a walk-able waterfront, picturesque views and the natural environment.
- To celebrate and share the character and traditions of a working waterfront and preserves historic neighborhoods.
- To encourage local shopping & dining.
- Encourage residents and visitors to learn about, enjoy and support our working maritime city.



## THE MAIN STREET CONNECTION

The Main Street Approach is a nationwide, time-tested framework for community-driven, **comprehensive revitalization**.

Main Street empowers communities to set their own destinies. While revitalization is challenging work, the Main Street program offers a road-map for locally-owned, locally-driven prosperity.

The Main Street Approach is based on a **4-Point Approach**, supported by the work of four volunteer committees: **Design, Economic Vitality, Organization, and Promotion**. These four focus areas form our collaborative approach to economic sustainability and revitalization of our historic downtown

WE SUPPORT...

**4** MAJOR  
EVENTS

**5** COMMUNITY  
PROJECTS

**112** DOWNTOWN  
BUSINESSES

**150+** VOLUNTEERS

# SPONSORSHIP SUMMARY

Thank you for considering a sponsorship for the Downtown Waterfront Alliance. Below is a summary of the available sponsorships. For more information about individual sponsorships please review the entire packet. All sponsors will be invited to attend and recognized at our annual meeting & awards banquet.

★ ALLIANCE GOLD SPONSOR.....	\$10,000	
SIP& STROLL TITLE SPONSOR.....	\$5,000	✓
GIRLS NIGHT OUT TITLE SPONSOR.....	\$5,000	✓
SUMMER WALKING TOUR SPONSOR.....	\$2,500	
FLOWER BASKET PROGRAM TITLE SPONSOR.....	\$2,500	✓
GIRLS NIGHT OUT BOOK SPONSOR.....	\$2,500	
GNO SWAG SPONSOR.....	\$1,500	
CHALK THE HARBOR SPONSOR.....	\$1,500	
HOLIDAY COCOA SPONSOR.....	\$1,500	✓
SIP & STROLL WINE BAG SPONSOR.....	\$800	✓
FRIENDS OF THE ALLIANCE SPONSOR.....	\$250	

## 🍏 FARMER'S MARKET SPECIFIC SPONSORSHIPS

MARKET PREMIER SPONSOR.....	\$4,500	✓
MARKET ENTERTAINMENT SPONSOR.....	\$3,000	✓
MARKET KIDS CORNER SPONSOR.....	\$3,000	✓
VOLUNTEER SUPPORTER.....	\$1,000	
MARKET OPERATIONS SPONSOR.....	\$1,000	✓
FRIENDS OF THE MARKET SPONSOR.....	\$250	

# SPONSORSHIP PACKAGES

## ★ ALLIANCE GOLD SPONSOR \$10,000

Looking for a big way to give back and support your community? Consider being the Alliance Gold Sponsor! Your sponsorship will go towards supporting our major events, community projects and volunteers.

Our thanks will include:

- Your logo in a scrolling banner on our website all year long, as well as on digital and print marketing materials
- Flower basket sponsorship in high traffic area & private guided walking tour for up to 10 people, 2 tickets to each of our events (Sip & Stroll and Girls Night Out)
- Private guided walking tour (choose from one of two tours)
- Monthly recognition in our e-news and 6 social media shout outs throughout the year as well as recognition at all our events

## SIP & STROLL

\$5,000

Twice annually the DWA hosts a wine walk to support local businesses. Each event sells 500 tickets and sells out quickly! This sponsorship is for both events.

Our thanks will include:

- Your logo on 1,000 custom wine glasses for participants
- Your logo on our website and event page & other marketing materials
- 2 newsletter shout outs for each event and 2 social media posts
- 2 tickets to each event (spring and autumn)
- Your logo on event posters hung in businesses throughout downtown Gig Harbor



## GNO TITLE SPONSOR \$5,000

Girls Night Out is the BIGGEST party of the year! 1,500 women of all ages participate in this Alliance fundraiser by purchasing bags and shopping downtown to kick off the holiday season.

Our thanks will include:

- your logo and business name printed on our high sought after GNO bags and back of coupon book
- Your logo on our website, digital and printed materials placed throughout downtown
- 3 newsletter shout outs and 2 social media posts
- Ability to add branded swag items to the 1,500 participant bags
- 6 complimentary tickets (bags) to the event



## WALKING TOURS \$2,500

Walking tours are a great way for visitors and residents to learn about the city's history and marine life in the area. Tours run 2x weekly June - Sept. We partner with Harbor Wild Watch and the Harbor History Museum for these tours.

Our thanks will include:

- Shout out during each walking tour, logo on tour guide vests, backpacks and name tags for attendees as well as other items given during tours
- 2 newsletter shout outs, 1 social media post & recognition on our website
- Your logo on event posters hung in businesses throughout downtown Gig Harbor prior to the event & marketing materials
- A private guided walking tour for up to 10 people (a great team building event)

## FLOWER BASKET PROGRAM SPONSOR \$2,500

Each year the Alliance purchases 70 large flower baskets to be hung along the waterfront. They are a signature summer look along the sidewalks of town.

Our thanks will include:

- magnetic sign on back of water truck saying "Your company logo. Keeping Gig Harbor beautiful all summer long". Truck will be in Maritime Parade.
- daily watering volunteers will get a hat with your logo/Alliance logo
- one basket with your logo in highly visible area June - Sept
- 2 email newsletter shoutouts to 5,000 member distribution list throughout summer and 2 social media posts plus recognition on our website

## GNO BOOK SPONSOR \$2,500

Girls Night Out is the BIGGEST party of the year! 1,500 women of all ages participate in this Alliance fundraiser by purchasing bags and shopping downtown to kick off the holiday season.

Our thanks will include:

- your company logo and recognition on the cover our our signature GNO coupon and shopping book (in use for up to 30 days after the event)
- 1 newsletter shout outs, 1 social media post & recognition on our website
- Your logo on event posters hung in businesses throughout downtown Gig Harbor prior to the event & marketing materials
- 2 complimentary tickets (bags) to the event





## GNO SWAG SPONSOR

\$1,500

Girls Night Out is the BIGGEST party of the year! 1,500 women of all ages participate in this Alliance fundraiser by purchasing bags and shopping downtown to kick off the holiday season.

Our thanks will include:

- your logo and business name on swag items given out to participants
- Your logo on our website and event map & other marketing materials
- 1 newsletter shout out and 1 social media post
- Your logo on event posters hung in businesses throughout downtown Gig Harbor prior to the event
- 2 complimentary tickets (bags) to the event



## CHALK THE HARBOR

\$1,500

This event has concluded. Contact us for 2024 information.

Every summer the Alliance encourages artists young and old to 'chalk the harbor' with their best drawings. This is a fun, family-oriented event that draws hundreds of people downtown in July, the same weekend as the Peninsula Art League Summer Art Fair.

Our thanks will include:

- Sponsored by your logo "chalked" in multiple locations along the event route as well as on our website and the event page
- 1 newsletter shout out, 1 social media post
- Your logo on event posters hung in businesses throughout downtown Gig Harbor prior to the event & marketing materials



## HOLIDAY HOT COCOA

\$1500

Every holiday season the Alliance partners with the city to host the annual tree-lighting ceremony. At the event, the Alliance hands out hot cocoa and cookies to hundreds of participants at the Skansie Netshed.

Our thanks will include:

- A sponsorship banner hung at the event and logo on the hot cocoa cups
- 1 newsletter shout out, 1 social media post & recognition on our website
- Your logo on holiday event posters hung in businesses throughout downtown Gig Harbor prior to the event & marketing materials

**SPONSORED BY**

**Schulte & Co.**  
REAL ESTATE  
NEIGHBORHOOD EXPERTS  
FRENCH CREEK COMMUNITY



## SIP & STROLL WINE BAGS

\$800

Twice annually the DWA hosts a wine walk to support local businesses. Each event sells 500 tickets and sells out quickly! This sponsorship is for businesses.

Our thanks will include:

- Your logo printed on black canvas tote bags given out during the event and at our wine store
- 1 social media shout out and recognition on our posters and website

SPONSORED BY  
PATRIOT  
ROOFING



## FRIENDS OF THE ALLIANCE

\$250

For individual donors. Looking for a way to give back and help support keeping Gig Harbor a vibrant, beautiful community? Consider a Friends of the Alliance Sponsorship!

Our thanks will include:

- An alliance hat, Farmer's Market water bottle and burlap bag
- Recognition on our website



# SPONSORSHIP PACKAGES



## FM PREMIER SPONSOR

\$4,500

One of our most popular events! Every Thursday June 1-Sept 14th the Alliance hosts a Farmer's Market on the waterfront. Each week 1,500-2,000 visitors attend the market to shop local. Our thanks will include:

- Large banner with your logo at the market each week
- Recognition as part of our entertainment at the market each week and a free booth
- Logo printed on 'moolah' money (family activity) & swag items
- 4 newsletter shout outs, 2 social media posts & recognition on our website
- Your logo on event posters hung in businesses throughout downtown Gig Harbor prior to the event & marketing materials
- A signature Farmer's Market water bottle, ball cap and custom burlap tote

SPONSORED BY  
Conestoga Wealth Partners  
conestogawealth.com



## FM ENTERTAINMENT

\$3,000

One of our most popular events! Every Thursday June 1-Sept 14th the Alliance hosts a Farmer's Market on the waterfront. Each year we host a variety of live entertainment for all ages to enjoy.

Our thanks will include:

- Banner at the entertainment stage as part of the weekly program
- 2 newsletter shout outs, 2 social media posts & recognition on our website
- Your logo on event posters hung in businesses throughout downtown Gig Harbor prior to the event & marketing materials
- A signature Farmer's Market water bottle, ball cap and custom burlap tote

SPONSORED BY  
THE MEACHAM FOUNDATION



## FM KIDS CORNER

\$3,000

One of our most popular events! Every Thursday June 1-Sept 14th the Alliance hosts a Farmer's Market on the waterfront. Each week we are planning a host of fun kids activities from arts & crafts, to story time, watermelon eating contests and more...

Our thanks will include:

- A banner and recognition each week at the Kids Corner Tent
- 2 newsletter shout outs, 2 social media posts & recognition on our website
- Your logo on event posters hung in businesses throughout downtown Gig Harbor prior to the event & on kids corner activity materials

SPONSORED BY







## FM VOLUNTEER SUPPORTER

\$1,000

We couldn't host the Farmer's Market without a dedicated group of volunteers. We like to thank them by providing food, drinks and materials to make their jobs easier.

Our thanks will include:

- A recognition sign at our DWA tent each week
- 1 newsletter shout out & recognition on our website
- Your logo on event posters hung in businesses throughout downtown Gig Harbor all summer long as well as your logo on volunteer materials



## MARKET OPERATIONS

\$1,000

Running a Farmer's Market every week for 8 months take a lot of work, planning and supplies. Help support the effort by becoming our FM Operations Sponsor.

Our thanks will include:

- A recognition sign at our DWA tent each week
- 1 newsletter shout out, 1 social media shout out & recognition on our website
- Your logo on event posters hung in businesses throughout downtown Gig Harbor all summer long as well as your logo on volunteer materials

SPONSORED BY



## FRIENDS OF THE MARKET

\$250

Are you a private donor, family or individual looking for a fun way to give back and support the Waterfront Farmer's Market? If so, become a Friend of the Market!

Our thanks will include:

- A signature Farmer's Market water bottle, ball cap and custom burlap tote
- Recognition on our website