



Dear Friends of Main Street Newnan,

As one of Georgia's elder Main Street programs, Main Street Newnan has served as a liaison between the City of Newnan and the business community, local and regional economic development groups and the non-profit sector since 1986. Our inception as an accredited Main Street Program occurred 30 years ago by a group of local volunteers, businesses and partnering organizations, who invested countless hours of personal time and financial resources to safeguard the fate of our downtown. Their commitment to preserve our city's cultural identity through the redevelopment of our downtown district served as an example that continues to move our program forward in 2018. Main Street Newnan understands that the retention of a successful revitalization program involves strategic partnerships. When considering the growth that Downtown Newnan experienced in 2017, it is easy to reflect upon the support that was provided by our community. In 2017, Main Street Newnan welcomed a large increase in the amount of new program sponsors, and continued to sustain long lasting relationships with sponsors who have supported our program throughout many years. We partnered with several new businesses and organizations, and experienced an increase in volunteer participation by individuals. Several existing downtown business owners were encouraged to expand their portfolio by a large degree, numerous new businesses opened, and property owners were willing to invest in long lasting improvements- many of them utilizing financial assistance from Main Street Newnan. The correlation between these factors is undisputable, Downtown Newnan continues to grow and develop as a result of continued support from our volunteers, local businesses, partnering organizations and our Sponsors, who all share a belief that a strong downtown is an essential component to the integrity of a community.

It is our hope that you will consider investigating the Friends of Main Street program, and supporting Main Street Newnan in 2018 as an active sponsor or patriot. The Friends of Main Street represent Program Sponsors, Event Sponsors, and individuals or families within our community who are seeking to impact the progression of our downtown by providing a financial contribution.

All the Best,

Courtney Harcourt
Main Street Manager
City of Newnan

You're Contribution Counts

Main Street Newnan operates as a public entity, whereas the City of Newnan supports the Main Street Program by providing staff, facility and office supplies. This allows donations to have a direct impact on the community, where contributions are not used to pay staff salary, or for office and facility. As a public entity, we are a tax exempt organization, and contributions to our program are also tax deductible.

Patriots of Main Street

As a Patriot of Main Street, any individual, family or organization can contribute toward the development of our downtown program by sending in a one-time gift. In doing so, all Patriots of Main Street will be added to our network, and will receive the same information that is provided to downtown participants, sponsors and Main Street Ambassadors. We ask that individuals make a minimum one-time donation of \$25, and ask that families contribute a minimum of \$50.

- **Individual Patriot of Main Street Newnan \$25**
- **Family Patriot of Main Street Newnan \$50**
- **Patriot of Main Street, one time gift of \$_____**

Main Street Program Sponsors and Event Sponsors

Main Street Sponsorships bolster our program and provide opportunities to enhance our downtown that would otherwise be out of reach. Sponsor contributions allow our program to host successful special events, and provide professional assistance to small business owners, create strategic plans for the development of our downtown district, and protect our heritage and cultural identity as a community and to further develop the downtown business portfolio. Sponsors are recognized by our program at every level, and opportunity increases depending on the level of contribution.

The following benefits are provided to all Main Street Newnan Sponsors:

- Recognition @ www.mainstreetnewnan.com
- The opportunity to share information through our email blast
- The opportunity to promote your contribution through social media blast
- Complimentary participation in Main Street Newnan sponsored events
- Listing on rack cards and shopping guides
- Promotional mentions on social networking sites
- Access to architectural design assistance and small business development assistance
- The ability to network with the local business community through monthly meetings
- The opportunity to serve as an active Main Street Newnan Committee Member
- Complimentary attendance to Educational Seminars
- Weekly email updates
- An electronic subscription to newsletter

Patron Sponsor \$500

- Sponsor Listing and link to your business on our website

Landmark Sponsor \$1000

- Sponsor Listing and link to your business on our website
- Sponsor mentioned in cooperative radio advertising
- Prominent placing of your logo on banners & print ads (when applicable)
- Prominent placing of your logo on printed materials for all events
- Sponsor logo displayed on the homepage of the Main Street Newnan Website
- Permission to set up information tent at 2 events to hand out promotional materials for your business.
- 4 Complimentary event tickets (your choice between Summer Wined-up or Oktoberfest)

Heritage Sponsor \$3000

- Sponsor Listing and link to your business on our website
- Sponsor mentioned in cooperative radio advertising
- Prominent placing of your logo on banners, print ads (when applicable)
- Prominent placing of your logo on printed materials for all events
- Sponsor logo displayed on the homepage of the Main Street Newnan Website
- Permission to set up information tent at 4 events to hand out promotional materials for your business
- 8 Complimentary event tickets (your choice between Summer Wined-up or Oktoberfest)

Signature Sponsor \$5000

- Sponsor Listing and link to your business on our website
- Sponsor mentioned in cooperative radio advertising
- Prominent placing of your logo on banners & print ads (when applicable)
- Prominent placing of your logo on printed materials for all events
- Sponsor logo displayed on the homepage of the Main Street Newnan Website
- Permission to set up information tent at 4 events to hand out promotional materials for your business
- Acknowledged as sponsor at all events
- 10 Complimentary event tickets (your choice between Summer Wined-up or Oktoberfest)

Event Sponsor

- Acknowledgment as the sponsor during the specific event
- Event sponsorship listed on all marketing material produced for the event front-and-center featuring a “brought to you by” icon above
- Social Media Spotlights before and after the event emphasizing your contribution
- Sponsor logo displayed on event page of the Main Street Newnan Website
- Permission to set up info tent during the event
- Event sponsorship listed on all marketing material produced for the Main Street Newnan website front-and-center featuring a “brought to you by” icon above

- Complimentary Tickets to the event
- Sponsor mentioned in cooperative radio advertising

