

Our Vision is to create a flourishing, attractive downtown district that is a vibrant, dynamic, welcoming and attractive place to live, learn, work, shop, eat and play that continues to be a place for future growth.

Our mission is to continually enhance the environment of Elmira's downtown district through innovative programs, promotions, and partnerships that foster a sense of community while strengthening the economic vitality for our business partners.

On behalf of Elmira Downtown Development, I would like to thank you for your sponsorship. Your support will open many new opportunities for the organization and community. Without the support of people like you, we would not be able to reach our goals. Thank you once again for your generous support.

Respectfully,

Kylene Kiah
Executive Director

2023 SPONSORSHIP OPPORTUNITIES

Shamrock		Eldridge Park Around St. Patricks Day	
Taste of Downtown		A second of the	
Alive after Five		Kicks Off May 2023 Fridays, 5pm - 9pm	
Downtown Clean Up May 13th, 2023			
Street Painting Festival		July 14th - 16th, 2023	
Chalk It Up	10m, 2023		
Secret Garden		June 3rd, 2023 7:30pm - 10pm	
Wisner Market June 1st - September 7th, 202			
	Th	ursdays, 10am - 2pm	
Trunk or Treat	October 27th, 2023 5:30pm -7pm		
Tree Lighting	November 21st, 2023 5:30pm - 7:30pm		
Parade	November 24th, 2023		

10am - 11 am

LARGEST HUMAN Shamrock

EVENT DETAILS

Date: Around St. Patricks Day

Time: TBD

Location: Eldridge Park

SPONSORSHIP DETAILS

Gold Sponsor \$500

Company logo included in all marketing materials

Silver Sponsor \$250

Funds assist with ponchos

Diamond Sponsor \$150



Elmira DOWNTOWN

Over 2,000 people turned out this morning to help set a new world record for the largest human shamrock!!! Great St. Patrick's Day event at Eldridge Park!!! Thanks to all of our Eldridge Park fans that turned out!!! We know that not everyone got to participate, but keep in mind that this was something new for all those that organized the event. We're told that there are a lot of things that happen behind the scenes when staging such an event. Should our record ever get broken, once it's made official by Guinness of course, we'll be well prepared to reclaim our title!!!!

tuers for a Vibrant Community

Taste of DOWNTO antimitation and the same

EVENT DETAILS

Date: March 30, 2023 Time: 5pm - 7:30pm Location: Arnot Art Museum

SPONSORSHIP DETAILS

Gold Sponsor \$1,250

- Company Logo included in all event marketing materials
- Ten (10) complimentary admissions to the 2023 Taste of Downtown event
- Artist Sponsorship your business logo will be placed over one of the Elmira Street Painting Festival artists. (\$250.00 value)
- Listed on the Elmira Street Painting Festival Event Website
- Listed on the Sponsors billboard located in the heart of the festival
- 20 basket raffle tickets for your attendees

Silver Sponsor \$750

- Company Logo included in all event marketing materials
- Ten (8) complimentary admissions to the 2023 Taste of Downtown event
- Artist Sponsorship your business logo will be placed over one of the Elmira Street Painting Festival artists. (\$250.00 value)
- Listed on the Elmira Street Painting Festival Event Website
- Listed on the Sponsors billboard located in the heart of the festival
- 10 basket raffle tickets for your attendees

Diamond Sponsor \$500

- Company Logo included in all event marketing materials
- Ten (8) complimentary admissions to the 2023 Taste of Downtown event
- Artist Sponsorship your business logo will be placed over one of the Elmira Street Painting Festival artists. (\$250.00 value)
- Listed on the Elmira Street Painting Festival Event Website
- Listed on the Sponsors billboard located in the heart of the festival
- 10 basket raffle tickets for your attendees

Friend Sponsor \$250

- Company Logo included in all event marketing materials
- Ten (4) complimentary admissions to the 2023 Taste of Downtown event
- 4 basket raffle tickets for your attendees

Elmira DOWNTOWN

The annual Taste of Downtown is aimed at encouraging community engagement, celebrating Elmira's diversity, and shining a spotlight on local restaurants and businesses.

Proceeds from the Taste of Downtown support all the programs and services for community engagement and small business support.





Date: May - September Pending

Time: 5pm - 9pm

Location: Various Elmira Locations

SPONSORSHIP DETAILS

Gold Sponsor \$6,000

- 100% of marketing including all Traditional Media
- Name on all EDD and AA5 Social Media
- Name in the EDD e-newsletter from May Sept. A 10x10 marketing tent at each event
- Company logo on all event signage
- Mentioned as Presenting Sponsor in all press releases
- Company name on 3000 Alive After Five Mugs

Silver Sponsor \$5,000

- 75% of marketing including all Traditional Media
- Name on all EDD and AA5 Social Media
- Name in the EDD e-newsletter from May Sept. A 10x10 marketing tent at each event
- Company logo on all event signage
- Mentioned as Presenting Sponsor in all press releases
- Company name on 3000 Alive After Five Mugs

Diamond Sponsor \$3,500

- Stage Sponsor for all events (10 events in all)
- Company logo on Stage banner for 1/2 of the events
- Company logo on all marketing collateral
- Company logo on electronic marketing
- Company logo on AA5 website with alive link
- Recognition as the Stage Sponsor in all press
- Company name on 3000 Alive After Five Mugs

Friend Sponsor \$2,000

- Company logo on Wristbands for 1/2 of the events
- Inclusion on the marketing before event
- Company logo on all custom-printed wristbands
- Company logo on marketing collateral
- Company announced as an official Sponsor of the event
- Recognition as a Wristband Sponsor in all press
- Company Name on 3000 Alive After Five Mugs

Groupie Sponsor \$750

- A night dedicated to your company and employees
- Company logo on the event posters
- Company logo on all electronic marketing
- Company logo on website with a live link
- Company announced as an official Sponsor of the event
- Company Name on 2500 Alive After Five Mugs

Fan Sponsor \$500

- Company logo on the event posters
- Company announced as an official Sponsor of the event
- Company Name on 2500 Alive After Five Mugs

Elmira

Elmira will come ALIVE
with all the best we have
to offer! This concert series
is hosted at a different
venue Fridays once or
twice a month. It combines
live music, adult
beverages, food and your
favorite downtown
locations. Drawing an
locations. Drawing an
eclectic crowd, over the
course of the summer, AA5
attracts 800 to 1000
people to a local business
at each location.





Date: Saturday, May 14, 2023

Time: 9am - noon

Location: Downtown Elmira

SPONSORSHIP DETAILS

Gold Sponsor \$250

Company logo goes on T-Shirt

• Funds assist with cost of annual flowers

Silver Sponsor \$100

Funds assist with cost of annual flowers

Elmira DOWNTOWN

For over 30 years the

Downtown Cleanup team

volunteers for a few hours to
clean winter debris off our
streets and walkways. Last

year, over 250 volunteers
supported this endeavor and
helped to make Elmira a
more beautiful place to live,
work and play. At the end of
the event they receive a tshirt and pizza party!



Chemung County's Premier ART Event supporting the Arts and Art Education in our community. Celebrate the Elmira Street Painting Festival downtown, as we host over 150 artists including 50 young artists. The weekend festival is a sophisticated outdoor gallery under the Elmira skyline, transforming the streets into artistic avenues bursting with color. Patrons can enjoy music, entertainment, tastes of local eateries, arts vendors, food trucks and the kid's kanvas zone. The Festival is an art-filled, family fun weekend





EVENT DETAILS

Date: July 14, 15, 16, 2023

Time: 10am - 10pm Location: Downtown Elmira

SPONSORSHIP DETAILS

Gold Sponsor \$5,000

- ESPF Proudly Presented by ...your Company Name & Logo Company logo on 100% of all Traditional Media & Social Media throughout the festival
- Company logo on festival posters throughout Chemung, Steuben, Schuyler and Pennsylvania
- Choice location of Sponsor Promotional Booth, includes 10'x10' tent, and table & chairs
- Company name inscribed above a 10'x10' street painting by a Master Street Painter
- Company logo on festival t-shirts worn by festival volunteers
- Company logo on festival t-shirts that will be available for purchase
- Ten (10) Tickets to Taste of Downtown (ESPF Fundraiser in March)

Silver Sponsor \$3,500

- Company logo on 75% of all Traditional Media & Social Media throughout the festival
- Company logo on festival posters throughout Chemung, Steuben, Schuyler & Pennsylvania
- Choice location of Sponsor Promotional Booth, includes 10'x10' tent, and table & chairs
- Company name inscribed above a 10'x10' street painting by a Master Street Painter
- Company logo on festival t-shirts worn by festival volunteers
- Six (6) Tickets to Taste of Downtown (ESPF Fundraiser in March)

Diamond Sponsor \$2,000

- Company logo on 75% of all Traditional Media & Social Media throughout the festival
- Choice location of Sponsor Promotional Booth, includes 10'x10' tent, and table & chairs
- Company name inscribed above a 10'x10' street painting by a Master Street Painter
- Four (4) Tickets to Taste of Downtown (ESPF Fundraiser in March)

Friend Sponsor \$1,000

- Company logo on festival posters throughout Chemung, Steuben, Schuyler & Pennsylvania
- Choice location of Sponsor Promotional Booth, includes 10'x10' tent, and table & chairs
- Company name inscribed above a 10'x10' street painting by a Master Street Painter
- Company logo on festival t-shirts worn by festival volunteers
- Company logo on festival Banner prominently displayed
- Two (2) Tickets to Taste of Downtown (ESPF Fundraiser in March)





Date: Saturdays in June, 2023

Time: 10am - 4pm

Location: Downtown Elmira

SPONSORSHIP DETAILS

Gold Sponsor \$500

- Name & Logo featured on Kid's shirts worn throughout the festival
- Name & Logo on Promotional signage prominently displayed prior to and during the festival

When you sponsor the Elmira Street Painting Festival, you help EDD provide a quality ART event in the downtown district that everyone can enjoy!

Elmira DOWNTOWN

A summer art workshop open to all students, grades 3 - 12. Students will take part in a hands-on study in the art of Street Painting. Participants will receive instruction and assistance from local artists, as well as local art teachers. During the four Saturday sessions, students will have the opportunity to practice using the sidewalks of downtown Elmira as their canvas, resembling the actual street painting process. The end result will be the students' participation in the 13th Annual ESPF, where they will have the opportunity to showcase their works of art. Join us for a fun-filled

educational experience in which students will be encouraged to advance their artistic abilities and

explore their self-

expression.





Date: Thursdays, June 2nd - September 7th

Time: 10am - 2pm Location: Wisner Park

SPONSORSHIP DETAILS

Gold Sponsor \$2,000

- Company logo on Wisner Market banners displayed in downtown Elmira
- Company logo on all electronic marketing material
- Company logo in printed collateral material
- Recognition as the Presenting sponsor in all press releases
- Prominent logo placement on key signage at the Market
- A chance to have booth space monthly and at festivals at the Market
- A chance to showcase company mission at a Market festival

Silver Sponsor \$1,750

- Company logo on Wisner Market banners displayed in downtown Elmira
- Company logo on all electronic marketing material when possible
- Company logo in printed collateral material
- Recognition as the Wellness sponsor in all press releases
- Prominent logo placement on key signage at the Market
- A chance to have booth space monthly and at festivals at the Market
- A chance to showcase company mission at a Market festival

Diamond Sponsor \$1,500

- The premier supporter of our musicians (18 Musicians per season)
- Company logo on Wisner Park Stage banner throughout the season
- Company logo on most printed materials associated with the Market
- Company logo featured on Market event signage including:
- Company logo inclusion on electronic materials & weekly Market newsletter
- Opportunity to table at the market at least once a month (4 times max)
- Recognition as Stage Sponsor in all press releases

Friend Sponsor \$250

- Name on signage at all 18 market dates
- Name recognition in market e-newsletters

Kids Arts & Crafts Sponsor \$100

- We celebrate our community kids with fun activities especially on our three kids days.
- Supports Artists stipend and material costs
- Company name on Signage board at the market



For 25 years, Wisner Park has been dedicated to supporting small farms, food businesses, and championing local entrepreneurs. This creative weekly event educates the mind, nourishes the body and promotes vibrant living. We invite you and your team to join us! Elmira takes pride in the long-standing relationships forged with our vendors and with our residents. The market brings close to 1000 customers to the area weekly. As we revitalize our beautiful downtown, the spirit of "LUNCH IN THE PARK" continues to shine. By being a sponsor, your business shows a shared commitment to sustaining a market that supports our local farmers and artisans.







Date: June 3, 2023
Time: 7:30pm - 10pm
Location: To Be Determined

SPONSORSHIP DETAILS

Gold Sponsor \$2000

- 10 tickets to the gala;
- Name and logo on invitation, website, in newsletter and other print materials;
- Recognition in the annual thank you to donors;
- Recognition in all promotion of the gala i.e. news releases, interviews, etc.;
- Choice of any *one of the individual opportunities below;
- Individual signage at the gala;
- Premium seating at the gala

Silver Sponsor \$1,500

- 8 tickets to the gala;
- Name and logo on website, in newsletter and other print materials;
- Recognition in the annual thank you to donors;
- Recognition in all promotion of the gala i.e. news releases, interviews, etc.;
- Choice of any *one of the individual opportunities below;
- Individual signage at the gala;
- Premium seating at the gala; and
- Recognition from the podium at the gala

Diamond Sponsor \$1,000

- 4 tickets to the gala;
- Name and logo on website, in newsletter and all print materials;
- Recognition in the annual thank you to donors;
- Recognition in all promotion of the gala i.e. news releases, interviews, etc.;
- Choice of any *one of the individual opportunities below;
- Signage at the gala; and
- Recognition by the emcee the night of the gala

Friend Sponsor \$750

- Two tickets to the gala and your choice of *one of the following opportunities with recognition via signage at the gala:
 - * Dinner Wine
 - * Desserts
 - * Hors d'oeuvres
 - * Décor
 - * Entertainment
 - * Flower Centerpieces

Elmira DOWNTOWN

Elmira contains many hidden treasures and gems that can sometimes be overlooked and unappreciated. For that reason, EDD is inspired to create a wonderful new event to showcase downtown Elmira. The Secret Garden will be a night filled with MUSIC, MAGIC & CELEBRATION. Our guests will enjoy local bites, cocktails, a silent auction & live entertainment. Elmira Downtown is honored to share an evening with the community.







Date: October 27, 2023 Time: 5:30pm - 7:00pm

Location: Wisner Park Downtown Elmira



Gold Sponsor \$250

- Logo placement on all printed materials
- Promoted in the downtown newsletter
- Promoted on Facebook page
- Logo placement on websites

ELMIRA DOWNTOWN ANNUAL



EVENT DETAILS

Date: November 21, 2023 Time: 5:30pm - 7:30pm

Location: Wisner Park Downtown Elmira

SPONSORSHIP DETAILS

Gold Sponsor \$200

- Supports the cost of Hot Cocoa, Cookies
- Company name on Signage
- Company mention in Press Release

Silver Sponsor \$150

- Supports the cost of Hot Cocoa, Cookies
- Company name on Signage
- Company mention in Press Release

Diamond Sponsor \$150

- Holiday Window Decorating Fund
- A partnership with New Visions Honor Academy
- Company mention in Press Release



Trunk or Treat is a community
Halloween event. Local businesses and
organizations decorate their cars in
cute/spooky ways and give out candy
to the children of Elmira.





Date: November 24, 2023

Time: 10am - 11am Location: Downtown Elmira



SPONSORSHIP DETAILS

Gold Sponsor \$5,000

- Public acknowledgment at the event and in all media
 - :30 Second pre-produced commercials during Parade broadcast featured in Parade broadcast on WETM
 - :10 Second billboard ad during Parade broadcast Listed as "Presenting Sponsor" on Parade materials
 - *Live television interview on the morning of Parade broadcast
 - Social media to include Facebook and Instagram
 - Business logo and link on EDD website
 - Business logo, link and holiday specials on Downtown Holiday Parade Facebook page and Instagram page)
- Corporate name & logo on the 64th Downtown Holiday Parade sponsor banner
- Corporate name & logo on 64th Downtown Elmira Holiday Parade volunteer sweatshirt
- (8) seats on the "Holiday Trolley" ~ your guests will ride in the parade

Silver Sponsor \$3,000

- Public acknowledgement at the event and in all media
 - :30 Second pre-produced commercials during Parade broadcast featured on WETM
 - :10 Second billboard ad during Parade broadcast
 - Listed as "Presenting Sponsor" on Parade materials
 - *Live television interview on the morning of Parade broadcast
 - Social media to include Facebook and Instagram
 - Business logo and link on EDD website
 - Business logo, link and holiday specials on Downtown Holiday Parade Facebook page and Instagram page)
- Corporate name & logo on the 64th Downtown Holiday Parade sponsor banner
- Corporate name & logo on 64th Downtown Elmira Holiday Parade volunteer sweatshirt
- Framed sponsor certificate

Diamond Sponsor \$2,000

- Public acknowledgement at the event and in all media
 - :30 Second pre-produced commercials during Parade broadcast featured in Parade broadcast on WETM
 - Social media to include Facebook and Instagram
- Corporate name & logo on the 64th Downtown Holiday Parade sponsor banner and Parade volunteer sweatshirt
- Corporate name & logo on sponsor banner in front of the marching bands and framed sponsor certificate

Friend Sponsor \$1,000

- Public acknowledgement at the event and in media
 - Company name at Live Remote
 - Social media to include Facebook and Instagram
- Corporate name & logo on the 64th Downtown Holiday Parade sponsor banner
- Corporate name & logo on 64th Downtown Elmira Holiday Parade volunteer sweatshirt and framed sponsor certificate

Community Sponsor \$900

- All Community Sponsors will be recognized as the "refreshment" sponsor to serve our over 500 volunteers.
- Signage at the Clemens Center
- Corporate name & logo on the 64th Downtown Holiday Parade sponsor banner
- Public acknowledgment at the event and in all media and framed sponsor certificate

Building Fund: Any Amount \$

For many years, the Elmira Downtown Holiday Parade has relied on the kindness of our community to house our floats. Space is running out. It's time that the Floats and Parade Materials have a place to call home (permanently). We could use your help financing the building. We have secured \$85,000 so far. We are working on logistics now. The City of Elmira has donated a space near Department of Public Works to install a pole barn with cement floor.

Your corporate name will be listed on a plaque on the front entrance of the building.

Elmira DOWNTOWN

Celebrating its 65th year, the parade is made possible through the generous support of its sponsors. Our mission is to create a family-friendly experience that brings holiday cheer to children and adults, community partners, and local businesses. This beloved tradition attracts thousands of spectators each year from everywhere, with thousands more enjoying a live television broadcast on WETM (also rebroadcast on Christmas Day). New this year, we are asking the support from our community. Corporate and individual sponsors can be the force behind creating and sustaining this long-lasting tradition of holiday magic. All funds will go towards float building, costume purchasing and repairing, marketing, and other costs associated with the parade. Without financial assistance, many elements in the parade would not be possible. See details on each sponsorship level. Of course, we are happy to discuss with you a customized sponsorship package. If you are interested in becoming a sponsor, please contact the Downtown Elmira **Holiday Parade committee at** 607-734-0341. We look forward to hearing from you!



2021/2022 CORPORATE SPONSORS

Brian K. Adams & Associates Cameron Manufacturing

Chemung Canal Trust Company

Chemung Supply Corporation

Community Bank, NA.

Copy Express

Corning Credit Union

Culligan Water

Dimon & Bacorn, Inc.

Elm Chevy

Elmira College

Elmira Savings Bank

Empower Federal Credit Union

Fagan Engineers

FM Howell

First Heritage Federal Credit Union

Gannon Associates – the Murray

Agency

Gough Holding Corporation

Housing Visions

JH Design

John H. Cook

Johnson-Schmidt & Associates

Meier Industries

Mengel Metzger & Barr

Mustico Financial

Panosian Enterprises

Park Grove Realty

Perry & Carroll Inc.

Quicker Printer

Seneca Beverage Corporation

Simmons-Rockwell

Southern Tier Custom Fabrication

Swan Morss/Henry Dunn Insurance

The Hilliard Foundation

Visions Federal Credit Union

Welliver

Williams Capital Corporation

Williams Contracting

GRANTS

The Arts Council of Southern Finger Lakes, Community Foundation of Elmira-Corning and the Finger Lakes

MEDIA PARTNERS

WETM-TV, WENY-TV

ADOPT A PLANTER SPONSORS

Southern Tier Custom Fabricators, Bethany and Craig Lohmann, Linda and Anthony Orbanac, Phyllis Bishop & John Knight, Chuck and Carol Ellis, Appleridge Senior Living, Anthony's Restaurant, Turtle Leaf Café, Mike Horan & Jeremy Brumbaugh, Patrick's, The Christmas House, Holiday Inn

ESPF ARTIST SPONSORS

Arbor Housing & Development, Bellohusen Orthodontics, Capriotti Properties, Eagle Transmission, Hampton Inn, Hilton Garden Inn, ID Booth, Perry & Carroll, Five Star Bank, Patrick's, Turtle Leaf Cafe, Gillian Family, BKA Associates, Shepard Family, Mike Horan, Nathan Buckland

PARTNERSHIPS

The City of Elmira, Southern Tier Economic Growth, Chemung County Chamber of Commerce, Historic Elmira, Chemung County, Chemung Valley History Museum, Arnot Art Museum, The Arts Council of Southern Finger Lakes, EOP, Southside Community Center, Elmira High School, Glove House, Chemung ARC, Elmira College, SPCA, CareFirst, NYS Healthy Schools & Communities, Park Church

ELMIRA DOWNTOWN DEVELOPMENT

400 East Church Street, Elmira, New York 14901 607.734.0341 elmiradowntown.com

Elmira DOWNTOWN

Partners for a Vibrant Community

Organization/Business:		
Contact:		
Phone:		
Email:		
	wn, 400 East Church Street, Elmira, NY 14901 able to: Elmira Downtown Dev.	
WE THANK YOU FOR YOUR SUPPORT		
Shamrock Gold Sponsor \$500 Silver Sponsor \$250 Diamond Sponsor \$150 Taste of Downtown	The Secret Garden Gold Sponsor \$2,000 Silver Sponsor \$1,500 Diamond Sponsor \$1,000 Friend Sponsor \$750	
Gold Sponsor \$1,250Silver Sponsor \$750Diamond Sponsor \$500Friend Sponsor \$250	Wisner Market Gold Sponsor \$2,000 Silver Sponsor \$1,750	
Alive After 5 Gold Sponsor \$6,000 Silver Sponsor \$5,000	 Diamond Sponsor \$1,500 Friends Sponsor \$250 Kids Arts & Crafts Sponsor \$100 	
 Diamond Sponsor \$3,500 Friend Sponsor \$2,000 Groupie Sponsor \$750 Fan Sponsor \$500 	Trunk or Treat Gold Sponsor \$2,000	
Downtown Clean Up Gold Sponsor \$250 Silver Sponsor \$100	Tree Lighting Gold Sponsor \$200 Silver Sponsor \$150 Diamond Sponsor \$150	
ESP Festival Gold Sponsor \$5,000 Silver Sponsor \$3,500 Diamond Sponsor \$2,000 Friend Sponsor \$1,000 Chalk it Up	Downtown Elmira Holiday Parade Gold Sponsor \$5,000 Silver Sponsor \$3,000 Diamond Sponsor \$2,000 Friend Sponsor \$1,000 Community Sponsor \$900	
Gold Sponsor \$500	☐ Building Fund, Any Amount \$	



Elmira

400 East Church Street Elmira, New York 14901 607. 734 .0341 elmiradowntown.com

Partners for a Vibrant Community

