



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 33 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 2021. Main Street Newnan understands that the retention of a successful revitalization program involves strategic partnerships. When considering the growth that Downtown Newnan experienced in 2020, it is easy to reflect upon the support that was provided by our community. In 2020, Main Street 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 because 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 2021 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.

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 tax deductible.

I. 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 \$ ____**

II. Main Street Program 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 included to all Main Street Newnan Program Sponsors:

- Sponsor Listing and link to your business on our website
- Prominent placing of your logo on printed materials such as paid advertising and event brochures
- The opportunity to share information through our email blast
- The opportunity to promote your contribution through social media blast
- Complimentary participation in select Main Street Newnan sponsored events
- Weekly email updates

Sponsorship Levels:

Madison Level \$1000

- Permission to set up information tent at one event, sponsor may choose from Summer Wined Up, Oktoberfest, Holiday Sip and See, or Santa on the Square.
- 6 Complimentary event tickets (Choice between Summer Wined-up or Oktoberfest)

Jefferson- Jackson Level \$2500

- Permission to set up information tent at two events, sponsor may choose from Summer Wined Up, Oktoberfest, Holiday Sip and See, or Santa on the Square.
- 8 Complimentary event tickets (your choice between Summer Wined-up or Oktoberfest)

1828 Level \$3500

- Permission to set up information tent at four events sponsor may choose from Summer Wined Up, Oktoberfest, Holiday Sip and See, or Santa on the Square.
- 10 Complimentary event tickets (your choice between Summer Wined-up or Oktoberfest)

III. Main Street Newnan Programming Sponsorships

Businesses and/or organizations may participate as a sponsor in certain Main Street Newnan programs such as Alleyway revitalizations, Share with Care, Placemaking, Empty Storefront Program, and/or Business

Development Meetings. Contact mainstreetnewnan@cityofnewnan.org if you are interested in partnering or donating items to a program.

IV. Event Sponsor

Businesses and/or organizations may participate as a sponsor or vendor in certain Main Street Newnan events such as Taste of Newnan, Summer NewnaNights, and Tucked Away Music Festival. Additional features may be considered at select events. Contact mainstreetnewnan@cityofnewnan.org to learn more.

