



Dear Friends of Main Street Newnan,

Main Street Newnan, one of Georgia's esteemed elder Main Street programs, has been dedicated to fostering connections between the City of Newnan and the business community, local and regional economic development groups, and the non-profit sector since its establishment in 1986. Accredited as a Main Street Program 38 years ago, our organization owes its success to the dedication of local volunteers, businesses, and partnering organizations who invested their time and resources to ensure the preservation of our downtown.

Their commitment to preserving our city's cultural identity through the redevelopment of our downtown district continues to inspire our program's mission. At Main Street Newnan, we recognize that sustaining a successful revitalization program requires strategic partnerships. Looking back at the growth Downtown Newnan experienced in 2023, we are reminded of the invaluable support provided by our community.

Throughout the year, Main Street maintained enduring relationships with sponsors who have backed our program for many years. We forged partnerships with several new businesses and organizations and witnessed a surge in volunteer participation. Existing downtown business owners were emboldened to expand their ventures, numerous new businesses opened their doors, and property owners demonstrated a willingness to invest in lasting improvements—with many benefiting from financial assistance from Main Street Newnan.

The undeniable correlation between these factors underscores our conviction: Downtown Newnan thrives and evolves because of the steadfast support from our volunteers, local businesses, partnering organizations, and sponsors. We share a belief that a vibrant downtown is integral to the vitality of our community.

We invite you to explore the Friends of Main Street program and consider supporting Main Street Newnan in 2024 as an active sponsor or patriot. The Friends of Main Street encompass Program Sponsors, Event Sponsors, and individuals or families within our community who seek to influence the progression of our downtown by providing financial contributions.

Your support will enable us to continue our vital work in revitalizing and preserving Downtown Newnan, ensuring it remains a vibrant hub for our community and future generations to enjoy.

Thank you for considering our invitation to join us in this important endeavor.

Your 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 sponsors 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@newnanga.gov 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 Summer Wined Up, Summer NewnaNights, Oktoberfest, and Spirits & Spice Festival. Additional features may be considered at select events. Contact mainstreetnewnan@newnanga.gov to learn more.

