



MAIN STREET PROGRAM
A City and Chamber Partnership

SPONSORSHIP OPPORTUNITIES 2025



MAIN STREET

PARADE OF TRUCKS

MAIN EVENT SPONSORS \$1,000

- Inclusion of any vehicle(s) you'd like in the parade
- Logo and business included in all promotion (digital, print, radio)
- Parade line priority (after civil service vehicles, i.e. police, fire, etc.)

CIVIL SERVICE SPONSOR \$250

- Enables civil service vehicles to participate

PARTICIPANT \$100

- Have a vehicle included in parade

CRAZY DAYS

EVENT SPONSOR \$750 Support our downtown retailers and shop small messaging throughout the year

- Business logo on promotional materials including Enews, social media, and radio

STREETS & TREATS

MAIN EVENT SPONSOR \$1,500

- Business logo on all promotional materials including, Enews, social media, and signage at event

MAGICIAN SPONSOR \$500

- Business logo on signage at event
- Business name on schedule of events displayed at event and distributed to attendees
- Business mention on social media



MAIN STREET

LIGHT UP DOWNTOWN

Continue to help us light up downtown for the holidays and help us expand out lights on the displays at Peter's Biergarten created by Minnesota State College Southeast students

HOLIDAY CHAMPION \$1,000

- Business logo pictured on its own sign at event and placed in a prominent location
- Business logo on all promotional materials including Enews, and social media

HOLIDAY INVESTOR \$500

- Business logo pictured on signage at event
- Business mention on social media

HOLIDAY SUPPORTER \$250

- Business name listed on signage at event
- Business mention on social media

TREE SPONSOR \$50

- Sponsor a tree in the downtown district to bring light to our downtown year round
- Name/business name on tree tag

HOLIDAY DONOR \$25-100

SHOP SMALL SATURDAY

FLAGSHIP SPONSOR \$1,500

- Business logo on all promotional materials including Enews, and social media
- Business mention on social media

EVENT SPONSOR \$750

- Business logo on all promotional materials including Enews, and social media
- Business mention on social media

SANTA SPONSOR \$250

- Business logo on all promotional materials including Enews, and social media
- Business mention on social media
- Business logo on sign by Santa

PARTICIPATING BUSINESS \$50

- Business name in radio ads
- Business featured in post on social media
- Non-Friend of Main Street pricing is \$75

TOAST TO THE HOLIDAYS

EVENT SPONSOR \$500

- Business logo on all promotional materials including Enews, social media, and on a tag attached to each bag



MAIN STREET

BIG MUDDY BREW 'N QUE

PRESENTING SPONSOR \$5,000

MAIN EVENT SPONSOR \$2,500

STAGE SPONSOR \$4,000

HEADLINER SPONSOR \$3,000

DAY ENTERTAINMENT \$1,500

BEST IN AREA RESTAURANT TASTING \$2,500

BEST IN AREA BLOODY MARY TASTING \$2,500

Sponsorships above include:

- Company logo listed on Big Muddy website, event signage, volunteer shirts, all event promotional materials including print, website, social media, and Enews
- Opportunity to distribute promotional items at event
- 6 tickets to Best in Area Tasting Competition, 6 tickets to Bloody Mary Tasting, and 6 Drink tokens
- Logo featured on special event banner and publicity

KIDS ACTIVITIES SPONSOR \$1,000

CORNHOLE SPONSOR \$500

Sponsorships above include:

- Company logo listed on Big Muddy website, event signage, volunteer shirts, promotional materials
- Opportunity to distribute promotional items at event
- Logo featured on special event banner and publicity

BIG MUDDY BREW N QUE SUPPORTER \$500

- Business name listed on Big Muddy Website, event signage, volunteer shirts and some event advertising

For sponsorship benefits or more information on sponsorship opportunities for Big Muddy, contact info@winonachamber.com

FRIENDS OF MAIN STREET

Do you believe in the future of downtown Winona and its importance to our community? Then show your commitment to its continued revitalization and become a Friend of Main Street. With four different levels, there are friendships for everyone!

DOWNTOWN FRIEND \$100

- Receive Friend of Main Street sticker
- Added to mailing list for monthly Main Street newsletter
- Support an important program that contributes to the continued growth and development of our historic downtown
- Reduced pricing for Main Street events including Crazy Days and Shop Small Saturday

DOWNTOWN SUPPORTER \$175

- Everything listed at “Downtown Friend” PLUS
- Business/company/organization name listed on Main Street’s website
- Participate in Main Street events for free (Crazy Days, Window Walk, Streets & Treats, with reduced pricing for Shop Small Saturday)
- Social media recognition of business news and announcements

DOWNTOWN INVESTOR \$300

- Everything listed at “Downtown Supporter” PLUS
- Business/company/organization logo listed on Main Street’s website along with hyperlink redirecting visitors to your website
- Space in the Main Street newsletter to make announcements

DOWNTOWN CHAMPION \$750

- Everything listed at “Downtown Investor” PLUS
- Listed as a Main Street Champion on our virtual map promoting our downtown district
- Logo listed in monthly Main Street newsletters linking back to your website

THANK YOU DOWNTOWN CHAMPIONS!

Edward Jones

**LEIGHTON
MEDIA**

s2s Architects
Build | Experience