

2018 Show Off Your Business!

Main Street Middletown, MD, Inc. is excited to bring a variety of events to the Main Street District! The full spectrum of activities brings multiple opportunities to show off your businesses! In addition, Main Street Middletown has updated our website, hired a PR firm to create a year-long social media calendar, and created targeted online ads to local citizens, families in the DC and Baltimore metro region, and heritage minded tourists. We have invested money to target ads to the people who come to Middletown, eat at our restaurants, use our services, shop our retail, and visit our town for its natural charm and beauty. We have over 2,300 followers on our Facebook Page and are ramping up Instagram. With paid boosts that are targeted, we can reach the people you want as customers!

Apr. 28

Main Street Middletown Coloring the Street – Join us for this art-oriented event that the entire community can enjoy! Street closed from 10am to 4pm with professional chalk artists, street yoga, themed chalk art contest, children's process art, food vendors, juried hand-crafted and art vendors, an outdoor art gallery, wine tastings, and acoustic musicians throughout the day.

May 19

The Sustainability Committee's Green Talks & Main Street Middletown's Walking Tour of Downtown – The Town's Sustainability Committee is offering educational events each month in 2018. May is Historic Preservation Month and Main Street Middletown will lead tours to highlight the history, architecture, and inherent relationship between historic preservation practices and sustainability.

Jun. 9

Vintage Vehicles in the Valley Cruise-In – We are inviting folks to come appreciate the beauty of the antique car, along with contests for best in show, raffles, specialty food vendors that harken to yesteryear, and that ultimate cruising classic music from the 50s and 60s.

Aug. 25

The Heat is On Road Race – New course this year! Geared towards the local athlete, this race still attracts runners from out of county and out of state. Plan to open your door early and cheer on these runners! Gift bags bring opportunities to advertise! Not only do we raise funds for our nonprofit, we donate part of the proceeds to other nonprofits and projects. We have donated to the Frederick County Public Library Middletown Branch, Middletown Valley People Helping People, and last year we donated \$4,000 to help build the new Heritage Park at the corner of Main and Jefferson!!!!

Sep. 6

Friday Knight Lights – This new event will give Main Street businesses the opportunity to stand outside their door, cheer, wave pompoms, and let the local high school athletes and their families know how much you support your local school, as we offer an old-fashioned pep rally parade up Main Street.

Year-Long

Photography Contest - Main Street Middletown Facebook Page. Each quarter we have a new contest looking for themed photos of Middletown. Winners from each quarter will have their photos featured in a designed poster that Main Street Middletown will sell as our kick-off to Small Business Saturday, November 24, 2018.



Opportunities to Participate and Show Off Your Business!

Volunteers: We can always use volunteers to be the friendly-face ambassador to encourage people to stay and visit Middletown! Great opportunity to interact in-person with event goers who could be potential customers or existing customers. We encourage volunteers to wear your business staff shirts so the community can see you giving back. This will leave a lasting positive impression!

In-Kind donations also go a long way, too. Sometimes, your business is just stocked differently than others and donating those items or services can be a huge help to limited event budgets. Items that are always needed: paper goods, trash bags, food, little give-aways for children, coupons, items for gift baskets, and much more. Just ask!

Sponsorship Levels are designed so that no matter what range you give, you are a sponsor of ALL the Main Street Middletown events. Not just one, not two, but ALL 6 events.

*\$5,000 Platinum	\$1,000 Gold	\$500 Silver	\$250 Bronze
Choice of 1 Event to Be the Top Sponsor/ Top Billing			
Special Gift Basket with Main Street Goodies			
Hyperlinked Logo on the MSM HOME Page			
Listed and Thanked in the 2019 Calendar of Events for Sponsorship of Event			
Customer Testimonial boosted on Main Street's Facebook Page	Customer Testimonial boosted on Main Street's Facebook Page		
Recognition of Sponsorship through a Boosted Facebook Post on the MSM Facebook Page	Recognition of Sponsorship through a Boosted Facebook Post on the MSM Facebook Page		
Hyperlinked Business Logo on Each Event Page on MSM Website	Hyperlinked Business Logo on Each Event Page on MSM Website	Hyperlinked Business Logo on Each Event Page on MSM Website	
Hyperlinked Business Name on Each Event Page MSM Website	Hyperlinked Business Name on Each Event Page MSM Website	Hyperlinked Business Name on Each Event Page MSM Website	
Business Name Listed in ALL Print Ads	Business Name Listed in ALL Print Ads	Business Name Listed in ALL Print Ads	Business Name Listed in ALL Print Ads
Facebook Recognition as Event Sponsor	Facebook Recognition as Event Sponsor	Facebook Recognition as Event Sponsor	Facebook Recognition as Event Sponsor

**Platinum Sponsors can select the Main Street Middletown event of their choice to be represented as the Top Billing Sponsor. This will be handled on a first-come-first-serve basis, so act quickly to become the Platinum event sponsor of your choice!*

Payment plans are available for Platinum, Gold and Silver Sponsorships.

Contact Becky Axilbund, Main Street Manager at Baxilbund@ci.middletown.md.us or 301-371-6171, Ext 111.

