



## **SUPPORT YOUR LOCAL COMMUNITY**

### **OUR MISSION**

The **Winchester Main Street Foundation (WMSF)** is a **nonprofit** organization that focuses on bringing in quality events, beautification projects and youth education programs to build Winchester's unique brand in an attempt to improve quality of life, support and work with other nonprofit organizations and build a Main Street community.

### **HOW DO WE FULFILL OUR MISSION?**

WMSF believes that through many quality activities and community events Old Town creates an image of a vibrant community. As the lynchpin for the many groups working to revitalize Winchester, WMSF believes that working collaboratively to build and promote Winchester will ensure that we:

- Attract more visitors to our historic city
- Bring in jobs and innovative people and companies
- Re-energize our retail base
- Encourage our young graduates and professionals to stay in Winchester
- Increase our real estate values and fill commercial lease space
- Recruit an increasingly diverse, well-educated workforce, and ultimately
- Maintain our economic viability as we move proactively into the future

### **WHO BENEFITS FROM OUR EFFORTS?**

You do. Through your support you are helping to build a wider community of people who want to visit, live and work. Be a part of this great effort.

### **OUR BOARD OF DIRECTORS**

**(All of our board of Directors are invested in the community.)**

- David Smith, President (Village Square Restaurant)
- Beth J. Bates, Vice President (Web Strategies Internet Solutions, LLC)
- Kimberly Sowers, Treasurer (Kimberly's)

Winchester Main Street Foundation • PO Box 828 • Winchester, VA 22604

Web: [winchestermainstreetfoundation.org](http://winchestermainstreetfoundation.org)



- Angela Turner, Secretary
- Jenny Brockwell Baker, Board Member
- Kate Craig, Board Member
- Karen Helm, Board Member

## WHAT DO WE DO FOR THE COMMUNITY?

WMSF organizes community events and programs to showcase and benefit the vibrant main street we call Old Town Winchester.

## OLD TOWN WINCHESTER RESTAURANT WEEK (March & September 2016)

Our 4th annual Restaurant Week presented by Winchester Main Street Foundation, a nonprofit, Web Strategies, Murphy Beverage Company and 'chester Magazine. This event alone has been a great success, bringing hundreds of residents and visitors downtown to experience a wonderful dining experience amongst some of the finest restaurants in Winchester.

Restaurants have asked us do to this event twice a year, since it has been so successful in the past years! The event will be held Feb. 29- Mar.5, 2016 and September 12-17, 2016. We seek your support to help bring this wonderful event to Old Town. Your support is greatly needed to help offset cost and materials. Be a part of what is early becoming a staple and a tradition in Old Town.

Statistics: 1500+ people over one week





## **CELEBRACION of WINCHESTER (September)**

Exciting things are happening in Winchester and we invite you to be a part of it. The 3rd annual Celebración of Winchester will again be held on the Old Town

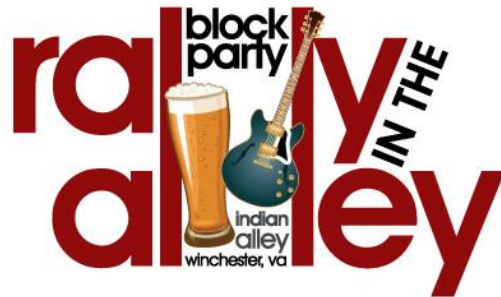


Mall celebrating and educating our area about Hispanic Heritage Month. Celebracion of Winchester will take place on Saturday September 26, 2015! Bring the family and enjoy our outdoor festival with food vendors, face painting, traditional dances from various countries, Latin music throughout the day, and impromptu Latin dancing lessons for anyone interested. All of this is free to the public! This event has brought over a thousand people of all walks of life to Winchester.

Statistics: 1,200+ in one day

## **RALLY in the ALLEY (April 2016)**

The Winchester Main Street Foundation in conjunction with the Old Town Winchester Business Association is sponsoring the 4<sup>th</sup> annual “2016 Rally in the Alley” event on Sunday, April 10th. Rally in the Alley is a community block-party style event that is held on the Taylor pavilion in Old Town. This event is free to the public.



- Live music from local bands.
- Local artists and craft vendors.
- A food court featuring offerings from Old Town Winchester restaurants.
- Supervised activities for young children.

Statistics: 1000+ in one day

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## **FIRST FRIDAYS (Monthly)**

First Fridays is a time at the beginning of each month, where the community comes alive in Old Town to support the local businesses. It is a time where they can listen to great music, enjoy wonderful food from local restaurants, shop and support local businesses, as well as see great art displayed throughout.



Winchester Main Street Foundation (WMSF) and the Old Town Winchester Business Association (OTWBA) have partnered together to bring back the festive atmosphere of First Fridays! Together and individually we have brought and continue to bring events to Old Town. We have made it our mission to bring life back to the events that worked and just fizzled out due to the lack of commitment. We are two organizations with an investment and are committed to Old Town.

We will have musicians and artist, displaying art and playing music throughout the mall for the next 12 months, on First Fridays. During inclement weather, the same festive atmosphere will be inside participating establishments. Businesses will also be offering extended hours and discounts to patrons as well.

## **SIP & SAVOR SOIREE @ KIMBERLY'S (New Event – October 2015)**

Winchester Main Street Foundation presents another fine event, the 1st Annual “Sip & Savor Soiree ”@ Kimberly’s, on Saturday Oct. 3rd 2015 from 11-5pm in Kimberly’s parking area. Sip & Savor Soiree is an outdoor party. The afternoon will feature live music, food from Winchester’s fine dining restaurants, fine crafts and offerings of specialty selected wines and beer. This event is open to the public!



## EVENT SPONSORSHIP OPPORTUNITIES

We seek your support, to help continue these wonderful events in Old Town. Your support is greatly needed to help offset cost and materials. Be a part of what is becoming a tradition in Old Town.

Below please find the sponsorship options that are available for each of these Winchester Main Street Foundation Events. This includes two “event season” sponsorship options that enable your business to be represented at all of the Winchester Main Street Foundation events throughout the year. Thank you for your consideration.

### **Event Season Sponsorship – Title Level \$4,000.00**

This is a unique sponsorship opportunity that allows your business to have naming rights to a specific Winchester Main Street Foundation event as well as an extended marketing presence at each of the other events throughout the year.

Title Event Sponsorship Benefits (Limit 1 per event) : These benefits are associated to a specific event of your choosing:

- Naming rights for event. Example: “First Fridays sponsored by Your Company”
- Mentions as Title Sponsor in Press Releases
- Prominent placement of company logo on event marketing collateral (such as rack cards, posters, banners, etc).

Extended Sponsorship Benefits: These benefits are associated with all of the Winchester Main Street Events and are included as part of the Event Season Sponsorship.

- Twelve months of continued marketing for ALL events including:
  - Online marketing: Facebook, Twitter, event websites
  - Logo on print collateral such as rack cards, posters, banners, etc.
- Complimentary 10x10 booth space at applicable events
- VIP benefits at each event
- Logo and link on Winchester Main Street Foundation website as a supporter

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**Event Season Sponsorship – Standard Level \$3,000.00 (Unlimited)**

Sponsorship Benefits: These benefits are associated with all of the Winchester Main Street Foundation events and are included as part of the Event Season Sponsorship.

- Twelve months of continued marketing for ALL Winchester Main Street Foundation events including:
  - Online marketing: Facebook, Twitter, event websites
  - Logo on print collateral such as rack cards, posters, banners, etc.
- Complimentary 10x10 booth space at applicable events
- VIP benefits at each event
- Logo and link on Winchester Main Street Foundation website as a supporter

**Single-event Sponsorship - \$1,500 (Limit 1 per event)**

Sponsorship Benefits: These benefits are associated with a single Winchester Main Street Foundation Event of your choice.

- Mentions as sponsor in Press Releases
- Prominent placement of company logo on event marketing collateral specific to one event (such as rack cards, posters, banners, etc).
- Online Marketing: Facebook, Twitter, event website
- VIP benefits event if applicable.
- Logo and link on Winchester Main Street Foundation website as a supporter

**Supporter - \$500.00 (Unlimited)**

Sponsorship Benefits:

- Quarterly Mentions on Facebook and Twitter
- Twelve Month Display of Logo and Link on Winchester Main Street Foundation as a Supporter

**Please complete the following information:**

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**Sponsorship Selection – Please choose your sponsorship**

**Event Season Sponsorship – Title Level - \$4,000.00**

Please select which Winchester Main Street Foundation Event you wish to be the Title Sponsor of:

- OLD TOWN WINCHESTER RESTAURANT WEEK
- CELEBRACION of WINCHESTER
- RALLY in the ALLEY
- FIRST FRIDAYS
- SIP & SAVOR SOIREE @ KIMBERLY’S

**Event Season Sponsorship – Standard Level     \$3,000.00**

**Single-event Sponsorship - \$1,500**

Please select which Winchester Main Street Foundation Event you wish to be the Single-Event Sponsor of:

- OLD TOWN WINCHESTER RESTAURANT WEEK
- CELEBRACION of WINCHESTER
- RALLY in the ALLEY
- FIRST FRIDAYS
- SIP & SAVOR SOIREE @ KIMBERLY’S

**Supporter:     \$500.00 (Unlimited)**

**Company Profile**

Company: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please make checks payable to Winchester Main Street Foundation and send to Winchester Main Street Foundation, POB 828, Winchester, VA, 22604.**

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**If you have any questions feel free to contact Angela Turner [angela@webstrategies.com](mailto:angela@webstrategies.com) (Telephone) or David Smith at [wmsfoundation8@gmail.com](mailto:wmsfoundation8@gmail.com) or by telephone 703-314-8870.**

**\*\*\*All artwork for logos should be sent in PNG, JPG or EPS format to Beth Bates at [beth@webstrategies.com](mailto:beth@webstrategies.com).\*\*\***

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