



DOWNTOWN MARQUETTE

2024 SUMMER EVENTS SPONSORSHIP PACKAGE

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INTRODUCTION



The City of Marquette Downtown Development Authority (MDDA) is celebrating its 48th year of bringing value and promoting economic growth to the Downtown Marquette district. Facilitating events that create a welcoming environment for community members, visitors, local businesses and talent is one way the MDDA contributes to this community. Planning for summer events is underway!

Each summer, the MDDA hosts four main events that have become fixtures in the Marquette Community:

- The Downtown Marquette Farmers Market
- Wednesday Night Market
- Music on Third
- Blueberry Festival

The Summer Events Sponsorship Package offers the opportunity to support all these events in the following ways:

- Provide musicians and volunteers with compensation
 - Fund programming
 - Support event promotion and operations
-



MEET OUR TEAM



TARA LAASE-MCHINNEY
MDDA
Director



MIKE BRADFORD
Business Outreach +
Promotions Director



JODI LANCIANI
Operations Director



SARA JOHNSON
Farmers Market
Manager



BRIAN SHIER
Administrative
Assistant



IVAN FLORES
Maintenance
Manager

ABOUT THE EVENT



SATURDAY MORNING FARMERS MARKET

The UP's largest farmers market is celebrating its 25th anniversary this season!

New initiatives for 2024:

- Market Member Program
 - Farm to Table Dinner Series
-

2023 Accomplishments:

- +20% weekly attendance
- +53% food assistance sales
- +30% average sales increase YOY reported by vendors

The Downtown Marquette Farmers Market is the largest market in the Upper Peninsula. Only hand-crafted products are allowed to be sold making the market an incredible reflection of the Marquette Community.

2023 Season Highlights

- \$46,000+ in Food Assistance Sales. 53% increase YOY. Pre-pandemic annual average was \$15,000.
- Market attendance is up 20% with an average of 3,000 shoppers each Saturday.

What your sponsorship supports...

>>Volunteer and Musician Compensation

Volunteers conduct customer surveys and gather data used to secure grant funding. Local musicians create a festive atmosphere.

>>Program Funding

We offer programming that educates shoppers about healthy eating, the importance of local food systems, and demonstrate healthy cooking.

>>Operations

As the market grows, additional signage, equipment, and offerings are needed to ensure a safe and successful shopping environment.

ABOUT THE EVENT



WEDNESDAY NIGHT STREET MARKET

THE place to be mid-week in Downtown Marquette. Grab a Social District beverage and shop local offerings from 48 vendors!

Average of 2.5k shoppers every Wednesday

2023 Accomplishments:

- +300% vendor participation
- +630% shopper attendance
- +30% average increase in vendor sales

Last year the Downtown Marquette Farmers Market relocated it's Wednesday Night Market to the 100 Block of Washington Street. It was a smashing success made possible by our sponsors.

2023 Season Highlights

- 300% vendor increase YOY
- 630% attendance increase averaging 2,500/week
- Vendors saw on average a +30% sales increase YOY.

What your sponsorship supports...

>>Volunteer Compensation

Volunteers conduct customer surveys and gather data used to secure grant funding, assist with vendor setup, and more.

>>Program Funding

We offer programing that educates shoppers about healthy eating, the importance of local food systems, and demonstrate healthy cooking.

>>Operations

Street closure requires additional signage, equipment, and staffing to successfully execute.

ABOUT THE EVENT



MUSIC ON THIRD STREET

4 events, 3rd Thursday June -
September

15+ locations with more than
25 local bands and musicians
rotating for each event.

Average of 1.5k attendees
every month

Consideration of closing
sections of Third St. during
event.

Enjoy vibrant beats and local charm on Third Street in Marquette's Downtown District with Music on Third! Our summer streets transform into a lively stage, inviting the community to experience the magic of fresh, local music while exploring over 100 unique shops and restaurants lining Third Street.

What your sponsorship supports...

>>Musician Compensation

It is important to the DDA to provide reasonable compensation to local musicians and continue building positive relations with the creative community so we can continue to grow the lineup of local musicians.

>>Production

Offering an accessible set-up for musicians and for attendees to more easily gather with the musicians.

>>Promotions

As more musicians want to play at Music on Third and more businesses open up their spaces, a stronger promotional strategy is needed to communicate all the exciting additions to this community event.

ABOUT THE EVENT



Get ready for a delightful fusion of flavors, colors, and creativity as Washington and Front street come alive with the annual Blueberry Festival! Join us for a day of festivities where the streets transform into a bustling marketplace, offering a tempting array of blueberry delights, special deals, and artisan treasures.

What your sponsorship supports...

>>Musician Compensation

It is important to secure a strong line-up of experienced local musicians who require a fair compensation for their work.

>>Production

Help the festival maintain its growing footprint through updated staging, additional vendor space and activities for attendees.

>>Operations

As we continue to grow the event, a stronger system for vendors, entertainers, and attendees is needed through new signage, volunteers and placemaking throughout the festival grounds.



BLUEBERRY FESTIVAL

Friday, July 26. This years Festival also coincides with Art On The Rocks.

90+ vendors that include downtown businesses, artisans, and local musicians.

Average of 7k+ attendees every year

Downtown Marquette Social District returns, allowing attendees to drink openly during the festival.

EVENT SCHEDULE



SATURDAY MORNING FARMERS MARKET

Saturday Mornings | May 18 – October 26, 9 AM-1 PM

The UP's largest farmers market is celebrating its 25th anniversary this season! This producer's only market supports 200+ local vendors every season and sees an average of 3,000 shoppers.

Location : Marquette Commons



WEDNESDAY NIGHT STREET MARKET

Wednesday Evenings | June 12 – August 28, 5-8 PM

THE place to be mid-week in Downtown Marquette. Grab a Social District beverage and shop local offerings from 48 vendors! Remember to browse our local shops and businesses, too.

Location : 100 Block West Washington St.



MUSIC ON THIRD STREET

Third Thursday of the month | June-September, 6-8 PM

Music on Third brings the community out onto the summer streets of Marquette's Downtown District to enjoy fresh, local music and visit the more than 100 unique shops and restaurants that line Third Street.

Location : N. Third Street



BLUEBERRY FESTIVAL

Friday, July 26 | 10 AM-7 PM

Washington and Front streets will be bustling with sidewalk sales where downtown restaurants satisfy your cravings for blueberry fare, to downtown shops offering "blue" specials, and local vendors bringing their creative selection of artisan crafts and food.

Location : Washington & Front St

BENEFITS FOR SPONSORS



Digital Exposure

All sponsors will be announced via a dedicated Facebook and Instagram post on the MDDA and Farmers Market profiles. Each sponsor's logo will also be featured on the MDDA and Farmers Market websites.

- Instagram Followers: Farmers Market (4k) MDDA (7.3k)
- Facebook Followers: Farmers Market (7.2k) MDDA (19.8k)
- Monthly Summer Website Visitors: Farmers Market (4.2k) MDDA (11.4k)
- E-newsletter
 - Farmers Market (weekly to 2k subscribers, 50% open rate)
 - MDDA (monthly to 1.1k subscribers, 51% open rate)

Event Exposure

All Avenue sponsors and above will have representation at all four MDDA summer events with their logo featured on event promotional posters and programs.

- 3k visitors at every Saturday Morning Farmers Market
- 2.5k visitors at every Wednesday Night Market
- Average of 1.5k visitors every month at Music on Third
- 7k+ visitors at The Marquette Blueberry Festival

Engage directly with the Marquette Community

Park sponsors will have the option to choose a free booth at the annual Blueberry Festival and/or the Community Table at the Downtown Marquette Farmers Market during the Saturday Morning market.

SPONSORSHIP LEVELS



Park

In addition to the previous benefits, Park Sponsors receive

Social Recognition

Individual "thank you" Facebook and Instagram post plus co-host on Facebook events.

Free booth at the Blueberry Festival and/or **Free reservation** for The Community Table at the Outdoor Saturday Morning Farmers Market. Includes dedicated e-newsletter feature.

Live Mention at Events

Mentions by MC on stage during entertainment breaks

\$3,000



Avenue

In addition to the Street benefits, Avenue Sponsors receive

Social Recognition

Single "thank you" Facebook and Instagram post grouping all Avenue Sponsors

Promotional Signage

Logo on event posters + programs

E-newsletter

Logo in e-newsletters June - September.

\$1,500



Street

The following benefits will be executed for all 4 summer events and utilize both the MDDA and Farmers Market marketing channels.

Social Recognition

Single "thank you" Facebook and Instagram post grouping all Street Sponsors.

Website Recognition

logo on homepage & MDDA support page

June - September

\$500

Feeling extra generous?

Talk to us about additional benefit opportunities or consider becoming this years

Title Sponsor

COMMITMENT DEADLINE : FRIDAY, APRIL 26, 2024

SPONSORSHIP LEVELS



Title Sponsor

The Title Sponsor will receive all benefits from each sponsorship level in addition to the following:

Sponsor logo and/or mention in broadcast media placements

Exclusive right to have its name featured in conjunction with all four summer events that will appear as:

"The Marquette DDA presents [event name], sponsored by [Title Sponsor]"

Blueberry Fest Main Stage named [Title Sponsor] Stage

Exclusive right to have its logo featured in all onsite event signage in conjunction with the event's logo. This may appear as:



Sponsored by
[Title Sponsor]

Permanent click-through logo on MDDA support page with year and package.

\$10,000 or Highest Bid

[BECOME A SPONSOR](#)



COMMITMENT DEADLINE : FRIDAY, APRIL 26, 2024



**THANK YOU FOR CONSIDERING
BECOMING A SPONSOR AND WE LOOK
FORWARD TO WELCOMING YOU!**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Restaurant Week
- Class Cars on Third
- Marquette Holiday Parade and Tree Lighting
- New Holiday Market

Please reach out to Mike Bradford for more information.

CONTACT

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