



2024 SPONSORSHIP PROSPECTUS

HISTORIC
D♥**OWN**
TOWN
KENNEWICK
Partnership

WHY SUPPORT THE HISTORIC DOWNTOWN KENNEWICK PARTNERSHIP?

Mission

A volunteer-driven 501(c)3 nonprofit corporation whose mission is to strengthen and enrich the downtown experience. We aspire to reflect our diverse community, provide an inclusive and vibrant downtown destination, encourage economic and creative opportunities, and preserve our rich history to support a dynamic future.

Values

The Downtown Kennewick area has experienced a transition over the past decade into a healthy business district. This revitalization has been guided, in large part, by the Historic Downtown Kennewick Partnership. The following are key elements in the revitalization efforts:

- Developing partnerships with other community-minded organizations to maintain and expand the downtown
- Creating promotional events designed to bring thousands of people downtown
- Making recruiting and retention efforts that focus on inviting complementary businesses that fill the needs of our target customers
- Putting your tax dollars to work through the ***Main Street Tax Credit Program.**

Join us.
Become a HDKP Sponsor Today!

***This is a great opportunity to allocate your tax dollars directly to your community!**



If you are interested in learning more about how your business can become a Tax Credit Contributor for HDKP, please contact our office and visit our website to learn more.



SPONSORSHIP PACKAGES

Sign up as a Historic Downtown Kennewick Partnership sponsor and receive benefits to one or more of our four, year-round Program Tracks!

| SPONSOR BENEFITS | PRESENTING \$15,000 <i>4 Available</i> | GOLD \$10,000 | SILVER \$9,999 - \$7,000 | BRONZE \$6,999 - \$3,000 | ADVOCATE \$2,999 - \$750 |
|---|--|------------------|--------------------------------|--------------------------------|--------------------------------|
| Sponsorship of Program Tracks of your choice | 4 | 4 | 3 | 2 | 1 |
| Listed with logo at level on all events in all selected Tracks | ● | ● | ● | ● | ● |
| Logo inclusion on online event pages for events associated with chosen Program Track | ● | ● | ● | ● | ● |
| Logo Placement on Posters & T-Shirts when applicable | ● | ● | ● | ● | ● |
| Verbal acknowledgement at events associated with chosen Program Track | ● | ● | ● | ● | ● |
| Logo Inclusion on HDKP Website | ● | ● | ● | ● | ● |
| Logo Inclusion in all public HDKP community presentations and on Insider e-Newsletter | ● | ● | ● | ● | ● |
| Free Table/Tickets at Awards Event in July | 2 Tables | 1 Table | 1 Table | 4 Tickets | 2 Tickets |
| Free Golf Team Entry at September Tournament | 1 Golf Team | 1 Golf Team | 1 Golf Team | | |
| VIP Parking When Possible | ● | ● | ● | ● | |

ARTS & HERITAGE TRACK:

SOCO Creative Arts Festival**

Art on Auburn

First Thursdays Art Walk

Artists Alley

DOWNTOWN PRIDE TRACK:

Classy Chassy Car Show**

Small Business Weekend

Downtown Awards Gala*

Flower Baskets

ENTREPRENEURIAL ECOSYSTEM TRACK:

Boo Bash Trick-or-Treat**

Third Fridays

Girls Weekend

Small Business Development Workshops

COMMUNITY BUILDING TRACK:

Hometown Holiday Parade**

Annual Members Meeting

Network Breakfasts

Downtown Golf Tournament*

- Presenting Sponsors will receive all the benefits of the Gold Sponsorship Level, except where specified. Presenting Sponsor naming rights will be added for the double asterisk (**) tagged headlining event of the Program Track of Choice.
- Program Track events with one asterisk (*) are events where other levels of lower-tier sponsorship are available. Those additional sponsorship opportunities are limited to the individual event. Classy Chassy Car Show, the Downtown Awards Gala, and the Downtown Golf Tournament Fundraiser will have limited tiers of sponsorship. Examples include car class trophy sponsors, golf hole sponsors, and table sponsors.

ARTS & HERITAGE TRACK

Our Arts & Heritage programming is designed to ignite economic vibrancy by uplifting, incubating, and promoting local arts. Through our events, we work to foster a diverse economic hub in the heart of Downtown Kennewick that inspires the growth and expansion of existing and emerging artists and creative businesses.



SOCO CREATIVE ARTS FESTIVAL

Sept. 21, 2024 |
6K-7K Attendance

The SOCO Creative Arts Festival is a festival of festivals! Bringing a variety of Creative Vendors together to Celebrate Creativity in our Community.

In 2023 we had to increase our site size to welcome the addition of a Fiber Artist Fashion Show, Live Performances, a Skate Deck Design Competition, and over 60 Creative Entrepreneur Vendors!



ART ON AUBURN

May 11, 2024 | New Event

Art on Auburn is a new event fostered from the ever-growing SOCO Creative District artist community, and is the Season Opener event for our SOCO Creative District.

Art on Auburn will be held on Mother's Day Weekend and will feature Creative Vendors, Live Art Demonstrations, Make & Take Classes, and Live Music.



FIRST THURSDAY ART WALKS

First Thursday's | Noon-8pm

Participating Galleries host local Artist Exhibits, Artist Meet-Ups, Artist Receptions, and Creative Drop-in class opportunities.



FIRST SATURDAY ARTIST ALLEY

First Saturdays | 9am-1pm

Artist Alley is a First Saturday, morning art market held in downtown Kennewick parking lots during the warm months and indoors during the cold months.

DOWNTOWN PRIDE TRACK

From legacy events and downtown traditions to new festivals and beautification our events and programs bring together community members and visitors to explore and celebrate Downtown Kennewick. We champion downtown through the promotion of commerce, culture, and celebration.



CLASSY CHASSY CAR SHOW*

**June 1, 2024 |
5k-6k Attendance**

This year we celebrate 23 years of Classy Chassy! This is a favorite event of the downtown community and includes a street dance, local art installations & vendors, live music, popular food vendors and more!

2024's car show & shine will have at least 17 classes for judging and over 40 trophies will be handed out. Additional sponsorships are available



SMALL BUSINESS WEEKEND

**Nov 29 - Dec 2, 2024 |
Multiple Campaigns & Events**

This Campaign includes “That’s the Ticket” and is intended to encourage consumers to shop at small and locally owned businesses. That includes retail stores and restaurants as well as other small businesses, such as hair salons, grocery stores, and service-based businesses. It also extends to local small businesses that exist online or as downtown pop-up entrepreneurs.



DOWNTOWN AWARDS*

July 2024 |

Celebrate the people, places, and organizations that make Downtown Kennewick shine! The Best of Downtown Awards honor those who have impacted and improved life in Downtown Kennewick with a community ceremony and party.

Ticket sales and raffle tickets go to support us, HDKP, a 501c3 organization championing the health and vitality of downtown Kennewick through the promotion of commerce, culture, and celebration for over 20 years.



FLOWER BASKETS

May-October 2024 |

Downtown Kennewick Flower Basket Program runs from May into early October. There are currently 13 hanging flower baskets. Our long term goal is to add more baskets to Historic Downtown Kennewick with a final goal of 56 hanging baskets by the end of Phase 3.

ENTREPRENEURIAL ECOSYSTEM TRACK

The Historic Downtown Kennewick Partnership's role as a Main Street organization is to help inspire, connect, and build relationships between and with our entrepreneurs and businesses. In the heart of downtown Kennewick, the synergy of a vibrant business community is amplifying businesses' and entrepreneurs' collective impact and fostering a supportive environment for new and legacy businesses alike.



GIRLS WEEKEND

**June 21-22, 2024 |
3k Attendance**

Girls Weekend in Downtown Kennewick promises to be an unforgettable celebration of creativity, friendship, and community. With an impressive lineup of workshops, captivating activities, and enticing food and drink specials, this event offers something for everyone.

THIRD FRIDAYS

Recurring Monthly Activations

Third Fridays (4-7pm) are community events that happen each Third Friday of the month, every month of the year. Third Fridays feature activities, pop-up vendor markets, dining, and after-hours shopping—fun for the whole family!

BOO BASH & TRICK OR TREAT STREET

**October 26, 2024 |
8k-9k Attendance**

Embrace the Halloween spirit at Downtown Kennewick's Boo Bash! Enjoy a vibrant street festival with local businesses, artists, food vendors, and community partners. The Safe Street Trick-or-Treat from ensures a secure alternative for kids. Don't forget our Costume Contest, featuring categories for pets, children, adults, and groups/families.

BUSINESS DEVELOPMENT WORKSHOPS

Year Round | In-Person & Virtual

Ignite your business at one of our Small Business Development Workshops, where impactful strategies meet success. Dive into crucial insights and savor the "LunchPlate" media marketing series or attend one of our Public Safety meeting with the Kennewick Police Dept. and Kennewick Fire Dept.

We help local and small business propel themselves forward with knowledge and efficiency.

COMMUNITY BUILDING TRACK

As a Main Street America™ Accredited program, Historic Downtown Kennewick Partnership is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development.



NETWORK BREAKFASTS

**June 21-22, 2024 |
Recurring Events**

Network Breakfasts are your chance to check out what's going on in downtown. In addition to networking with your fellow Downtowners and staying in the Downtown Loop, discover new businesses by joining us for coffee and light breakfast nibbles.



HOMETOWN HOLIDAY PARADE

**December 7, 2024 |
6k-7k Attendance**

Downtown Kennewick invites you to experience the magic of the holidays with our old-fashioned parade, the Hometown Holiday Parade! The Downtown Kennewick Hometown Holiday Parade welcomes Santa and features holiday-themed floats, police and fire vehicles, and entertaining characters. The parade starts at 10:00 am. After that, join Santa at Santa Square for festive activities, treats, and selfies.



DOWNTOWN GOLF TOURNAMENT*

September 2024 | Fundraiser

Embark on a day of golfing excellence with the Historic Downtown Kennewick Golf Tournament, a fundraiser benefiting the vibrant community initiatives of the Historic Downtown Kennewick Partnership. Gather your fellow golf enthusiasts for a memorable day on the greens, blending skillful swings with a shared commitment to preserving and enhancing the heart of our town.



ANNUAL MEMBERSHIP MEETING

December 13, 2024 | In-Person

Celebrate a year of achievements at the Historic Downtown Kennewick Partnership's end-of-year membership meeting. Join us for a joyous gathering highlighting our collective successes, future endeavors, and the shared commitment to revitalizing our cherished downtown. It's an evening of reflection, gratitude, and excitement for the vibrant journey ahead.

2024 SPONSORSHIP PACKAGE REGISTRATION FORM

Sponsorship Level

- \$15,000 Presenting Sponsorship
• (Presenting on 1 Program Track with the other 3 at Gold Level benefits)
- \$10,000 Gold Sponsorship
• (4 Program Tracks)
- \$9,999 - \$7,000 Silver Sponsorship
• (3 Program Tracks)
- \$6,999 - \$3,000 Bronze Sponsorship
• (2 Program Tracks)
- \$2,999 - \$750 Advocate Sponsorship
• (1 Program Track)

Sponsored Program Tracks

- Downtown Pride Program Track
- Arts & Heritage Program Track
- Entrepreneurial Ecosystem Program Track
- Community Building Program Track

Thank you for supporting the Historic Downtown Kennewick Partnership!

Submission

Please send the completed form to:

Historic Downtown Kennewick Partnership
PO BOX 6552 Kennewick, WA 99336

Or email to: stephanie@historickennewickorg

Contact Information

Company: _____

Contact: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____

Payment Information

Enclosed is a check payable to the Historic Downtown Kennewick Partnership.

Please bill my credit card:

Visa Mastercard American Express

Card Number: _____

Expiration Date: _____ CVC Code: _____

Billing Name: _____

Signature: _____