



2025 Sponsorship Opportunities

Prepared by
The Downtown Danville Partnership



Developing, promoting, and sustaining Danville's historic courthouse square as Hendricks County's gathering place and its retail, civic, entertainment, and government center



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discoverdowntowndanville.org

About Us

The Downtown Danville Partnership (DDP) is a community-driven, 501(c)(3) non-profit dedicated to developing, promoting, and preserving Danville's historic courthouse square as Hendricks County's premier gathering place and hub for retail, civic, and entertainment activities.

Through strong partnerships with the community, businesses, and local government, we foster collaboration to preserve Danville's historic charm, drive economic growth, and inspire excitement in everyone who visits downtown.

We take pride in sharing Danville's story and invite everyone to experience the unique charm and offerings of our small town.

Our Initiatives



Community Events

We host a variety of events to attract visitors and energize our downtown area. Through our own activities and by sponsoring others' events, we create opportunities that encourage foot traffic, support local businesses, and strengthen community connections.



Downtown Beautification & Alley Activations

The DDP is committed to enhancing the beauty and vibrancy of our downtown through beautification and alley activation initiatives. We provide both funding and manpower to continually improve the aesthetics of our downtown square and transform underutilized alleyways into fun and welcoming spaces.



Business Support/Economic Vitality

The DDP is dedicated to supporting our existing businesses and assisting new ones to enhance growth and sustainability in Downtown Danville. Our efforts include strategic marketing campaigns to boost visibility, facade improvement grants to revitalize storefronts, and loan programs to assist with essential building upgrades.

First Friday Night Cruise-Ins

1st Friday in May, June, August, and October

An ever-popular community event, the First Friday Night Cruise-Ins are held around the square in Downtown Danville. Car owners from all over gather around the square to proudly showcase their classic, custom, and muscle cars, while devoted enthusiasts and those who simply admire beatifically maintained cars have the opportunity to stroll among the vehicles, chat with owners, and hear the fascinating stories “*behind the wheels*”.

As a sponsor, you’ll have the opportunity for your brand to take center-stage during each of the four event dates.



Gold Sponsor – \$1,500 – For all four (4) event dates

Only 1 available

- Logo displayed on all event marketing materials
- Hyperlinked logo prominently displayed on event webpage
- Logo displayed on social media as event page
- Name mentioned in social media posts leading up to event
- Booth/table at each event date (optional; must provide own table/booth)



THANK YOU!



Friends of Downtown Danville – \$50

- Named/given thanks on two (2) social media posts leading up to event

Scares on the Square

Friday, October 31, 2025

One of Downtown Danville's most anticipated annual events, Scares on the Square provides fun-filled activities for all ages. For the month of October, spooky and silly scarecrow displays—created by local businesses—surround the square, building excitement for the main event. On festival day, visitors enjoy trunk-or-treating, food trucks, scavenger hunts, and more.

Sponsoring this event places your brand at the forefront of a festival with a month-long buildup of excitement and anticipation among those across Hendricks County.



Presenting Sponsor – \$2,500

Only ~~1~~ available

- Company listed/identified as presenting sponsor for all event content
- Logo on event bag
- Logo on event volunteers' t-shirts
- Four (4) DJ shout outs during event
- Logo Banner on display at event
- Logo on all marketing materials & name mentioned in press release
- Hyperlinked logo prominently displayed on event webpage
- Logo displayed on social media's event page
- Name mentioned in all event-focused social media posts leading up to event
- Logo on event map
- Booth/table in Broomstick Alley (*optional; must provide own table/booth materials*)
- One (1) Scarecrow festival entry



THANK YOU!



Boo Bash Kid Zone Sponsor – \$1,000

Only ~~2~~ available

- Three (3) DJ shout outs during the event
- Logo Banner on display at event
- Logo on all marketing materials & name mentioned in press release
- Logo displayed on event webpage & social media's event page
- Name mentioned in two (2) event-focused social media posts leading up to event
- Logo on event map
- Event sponsor table in Broomstick Alley (*optional; must provide own table/booth materials*)
- One (1) Scarecrow festival entry



THANK YOU!



Silver Sponsor – \$500

Only ~~1~~ available

- Two (2) DJ shout out during event
- Logo Banner on display at event
- Name mentioned in marketing materials & press release
- Name displayed on event webpage & social media's event page
- Name mentioned in two (2) event-focused social media posts leading up to event
- Booth/table at event (*optional; must provide own table/booth materials*)

THANK YOU!



Broomstick Alley Event Table Sponsor – \$50

Bring your own fun to the event by setting up a table, creating a fun game, handing out promotional items or passing out candy.

- Event sponsor table in Broomstick Alley (*must provide own table/booth materials*)
- Name mentioned in one (1) event-focused social media post leading up to event

Friends of Downtown Danville – \$50

- Named/given thanks on two (2) social media posts leading up to event

Christmas on the Square

Friday, November 28, 2025

This year marks the 19th annual Christmas on the Square, a beloved community celebration that draws approx. 3,000 attendees looking to kick off the holiday season. Visitors immerse themselves in a small-town, Hallmark-style event complete with carolers, the cherished tree lighting, and a visit from Santa himself.

As a sponsor, your brand will be at the heart of this classic holiday experience, gaining valuable exposure while demonstrating your company's commitment to the community and the holiday spirit.



Presenting Sponsor – \$2,500

Only ~~2~~ available

- Company listed/identified as presenting sponsor for all event content
- Logo on event volunteers' hats
- Four (4) DJ shout outs during event
- Logo Banner on display at event
- Logo on all marketing materials & name mentioned in press release
- Hyperlinked logo prominently displayed on event webpage
- Logo displayed on social media's event page
- Name mentioned in all event-focused social media posts leading up to event
- Booth/table at event (optional; must provide own table/booth materials)



Gold Sponsor – \$1,000

Only ~~2~~ available

- Two (2) DJ shout outs during event
- Logo Banner on display at event
- Logo on all marketing materials & name mentioned in press release
- Logo displayed on event webpage & social media's event page
- Name mentioned in two (2) event-focused social media posts leading up to event
- Booth/table at event (optional; must provide own table/booth materials)



Silver Sponsor – \$500

Only ~~2~~ available

- One (1) DJ shout out during event
- Logo Banner on display at event
- Name mentioned in marketing materials & press release
- Name displayed on event webpage & social media's event page
- Name mentioned in one (1) event-focused social media post leading up to event
- Booth/table at event (optional; must provide own table/booth materials)



Booth/Table Sponsor – \$100

- Booth/table at event (must provide own table/booth materials)
- One (1) DJ shout out during event

Friends of Downtown Danville – \$50

- Named/given thanks on two (2) social media posts leading up to event



General Program Sponsor

Year-round

Beyond our annual community events, the Downtown Danville Partnership leads additional initiatives to promote a vibrant, welcoming downtown community that attracts visitors, supports local businesses, and strengthens our community's economic foundation.

Our beautification and alley activation initiatives occur throughout the year to enhance the charm and walkability of our downtown. These initiatives are integral to enhancing our downtown community spaces by encouraging foot traffic and providing inviting gathering places for visitors and residents alike.

Through strategic marketing initiatives, we amplify the visibility and success of our downtown businesses to drive growth and economic vitality.

Platinum Sponsor – \$5,000

Only 1 available

As our exclusive Platinum Sponsor, your support will help fund our beautification and alley activation initiatives to enhance the beauty and vibrancy of Downtown Danville. These initiatives are integral to enhancing our downtown community spaces by encouraging pedestrian traffic and providing gathering places for visitors.

Your company will help expand and shape the heart of Danville as a thriving and inviting community that attracts, residents, visitors, and businesses alike.

- **Presenting-level Event Sponsorship** for one DDP event of your choice, *provided it has not already been secured; first right of refusal goes to prior year's presenting sponsor.*
- **Prominent name and logo recognition** on DDP website homepage throughout 2025
- **Monthly tagged social media post** thanking you for your Platinum-level sponsorship
- **Name mentioned** in all social media posts surrounding beautification efforts
- **Booth/table at all DDP events** (*optional; must provide own table/booth materials*)

Diamond Sponsor – \$2,500

Only 1 available

As our exclusive Diamond Sponsor, your support will fund non-event-based advertising and expanded marketing initiatives that promote the collective of our downtown Danville establishments to further drive economic growth.

Your company will gain prime visibility while making a meaningful impact on our local economy.

- **Prominent name and logo recognition:**
 - on DDP website homepage throughout 2025
 - in newspaper ad thanking our Diamond Sponsor
- **Monthly tagged social media post** thanking you for your Diamond-level sponsorship
- **Booth/table at all DDP events** (*optional; must provide own table/booth materials*)

Sponsorship Selection

Contact Information

Name: _____

Company: _____

Email: _____

Phone: _____



View the
e-packet

Sponsorship Levels

Select Your Preferred Sponsorship Opportunity

Event Sponsorships

First Friday Night Cruise-Ins

- ___ Gold Sponsor (\$1,500)
- ___ Friends of Downtown Danville (\$50)

Scares on the Square

- ___ Presenting Sponsor (\$2,500)
- ___ Boo Bash-Kid Zone-Sponsor (\$1,000)
- ___ Silver Sponsor (\$500)
- ___ Broomstick Alley Table Sponsor (\$50)
- ___ Friends of Downtown Danville (\$50)

Christmas on the Square

- ___ Presenting Sponsor (\$2,500)
- ___ Gold Sponsor (\$1,000)
- ___ Silver Sponsor (\$500)
- ___ Booth/Table Sponsor (\$100)
- ___ Friends of Downtown Danville (\$50)

Other Sponsorships

General Program Sponsorship

- ___ Platinum Sponsor (\$5,000)
- ___ Diamond Sponsor (\$2,500)

Give What You Can

- ___ \$25
- ___ \$50
- ___ \$75
- ___ Other \$ _____

**Our 501(c)(3) status
means your sponsorship
is tax deductible!**

TOTAL: _____

*Please make checks payable to Downtown Danville Partnership
Mail to: 49 N Wayne Street • Danville, IN 46122*

Thank You!

Sponsorships are an integral component to a balanced budget, and, most importantly, to a vibrant, successful community. We could not do it without your amazing support and contributions to historic Downtown Danville.



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