



D O W N T O W N
MARQUETTE

2023

SUMMER EVENTS SPONSORSHIP PACKAGE

CONTACT

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INTRODUCTION



The City of Marquette Downtown Development Authority (MDDA) is celebrating its 47th 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
- Music on Third
- Blueberry Festival
- Classic Cars on Third

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



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MEET OUR TEAM



TARA LAASE-MCHINNEY

MDDA
Director



MIKE BRADFORD

Business Outreach +
Promotions Director



JODI LANCIANI

Parking + Operations
Director



SARA JOHNSON

Farmers Market
Manager



BRIAN SHIER

Administrative
Assistant



IVAN FLORES

Maintenance
Manager

ABOUT THE EVENT



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.

2022 Season Highlights

- \$30,000+ in Food Assistance Sales
- New vendor recruitment is up 20% YOY
- Two-thirds of market shoppers made additional stops at Downtown Marquette businesses before returning home.*

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 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.



DOWNTOWN MARQUETTE FARMERS MARKET

The UP's largest farmers market now in its 24th season

160+ vendors every season including farmers, artisans, producers, and musicians.

Average of 2.3k shoppers every Saturday

Wednesday Evening Street Market in the works for 2023!

*Source: Placer.AI

ABOUT THE EVENT



MUSIC ON THIRD STREET

4 events, 3rd Thursday June -
September

18 locations with more than 20
local musicians rotating for
each event.

Average of 1.2k attendees
every month

In the works to incorporate
more spaces on Third St.

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.

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.

>>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



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.

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 bring back the main stage at the intersection of Washington St. and Front St. to provide a great spot for an updated musical lineup.

>>Operations

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



BLUEBERRY FESTIVAL

Friday, July 28. This years Festival also coincides with Art On The Rocks

80+ vendors every year including downtown businesses, artisans, and local musicians.

Average of 5k+ attendees every year

Festival poster contest makes its return!

ABOUT THE EVENT



More than 50 cars stretch through the Third Street Corridor bringing many generations of car's for attendees to admire in Downtown Marquette on north Third Street, between Michigan and Park Street.

What your sponsorship supports...

>>Volunteer Compensation

Volunteers assist with fundraising for the Women's Center and to coordinate the organization of the cars on Third St.

>>Donating to the Women's Center

Every year all the funds gathered through donations at this event are given to the local Women's Center.

>>Promotions

With so many generations of vehicles and constant growth of submissions for this event, more advertising of the event additions and effort to maintain acquiring vehicles for the event is needed.



CLASSIC CARS ON THIRD

Major fundraiser for the local Women's Center

50+ vehicles every season from many different generations

Average of 1k attendees every year

The show takes place from 12:00 p.m. to 3:00 p.m. Saturday August 19

EVENT SCHEDULE



DOWNTOWN MARQUETTE FARMERS MARKET

Saturday Mornings | May 20–October 28, 9–1 PM

Wednesday Evenings | June 21–August 30, 5–8 PM

The MDDA is currently working with the Marquette City Commission to relocate the Wednesday Evening Market to the 100 block of Washington Street for the first annual street market.

Location : Marquette Commons



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 : Third Street



BLUEBERRY FESTIVAL

July 28 | Downtown Marquette, 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 : Downtown Marquette



CLASSIC CARS ON THIRD

August 19 | Third Street, 11 AM–3 PM

More than 100 cars stretch through the Third Street Corridor bringing many generations of cars for attendees to admire in Downtown Marquette on north Third Street, between Michigan and Park Street.

Location : Third Street

BENEFITS FOR SPONSORS



Event Exposure

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

- 2.3k visitors at every Saturday Morning Farmers Market
- Average of 1.2k attendees every month at Music on Third
- 5k+ visitors at The Marquette Blueberry Festival
- 1k visitors at Classic Cars on Third

Digital Exposure

All sponsors will be announced via a dedicated Facebook post and collaborative Instagram post on the MDDA and Farmers Market profiles and added as co-hosts to all Facebook events. Each sponsor's logo will also be featured on the MDDA and Farmers Market websites.

- Instagram Followers: Farmers Market (3.3 k) MDDA (6.6 k)
- Facebook Followers: Farmers Market (6.2k) MDDA (18k)
- Monthly Website Visitors: Farmers Market (2.2k) MDDA (5.7k)

Engage directly with the Marquette Community

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

SPONSORSHIP LEVELS



Hogback Sponsor

In addition to the Sugar Loaf benefits, Hogback Sponsors may choose from one of the following:

Free booth at the Blueberry Festival on July 28.
\$125 value.

OR

Reserve The Community Table at the Outdoor Saturday Morning Farmers Market.
Includes one Saturday with dedicated e-newsletter feature.
\$75-\$150 value. Dates subject to availability.

\$3,000



Sugar Loaf Sponsor

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

Website Recognition
Logo on homepage

Social Recognition
Facebook and collaborative Instagram post, co-host Facebook events.

Event Signage
Logo on event signage + posters

E-newsletter
Logo and clickthru in e-newsletters

\$1,500



Mt. Marquette Sponsor

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

Website Recognition
Small logo on homepage

Social Recognition
Single "thank you" Facebook and Instagram post grouping all Marquette Mt. Sponsors together.

\$500

Feeling extra generous?
Talk to us about additional benefit opportunities.

[BECOME A SPONSOR](#)



COMMITMENT DEADLINE : MONDAY, APRIL 3, 2023

SPONSORSHIP LEVELS



Title Sponsor

The title sponsor will receive all benefits from each sponsorship level in addition to the following:

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 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

\$10,000

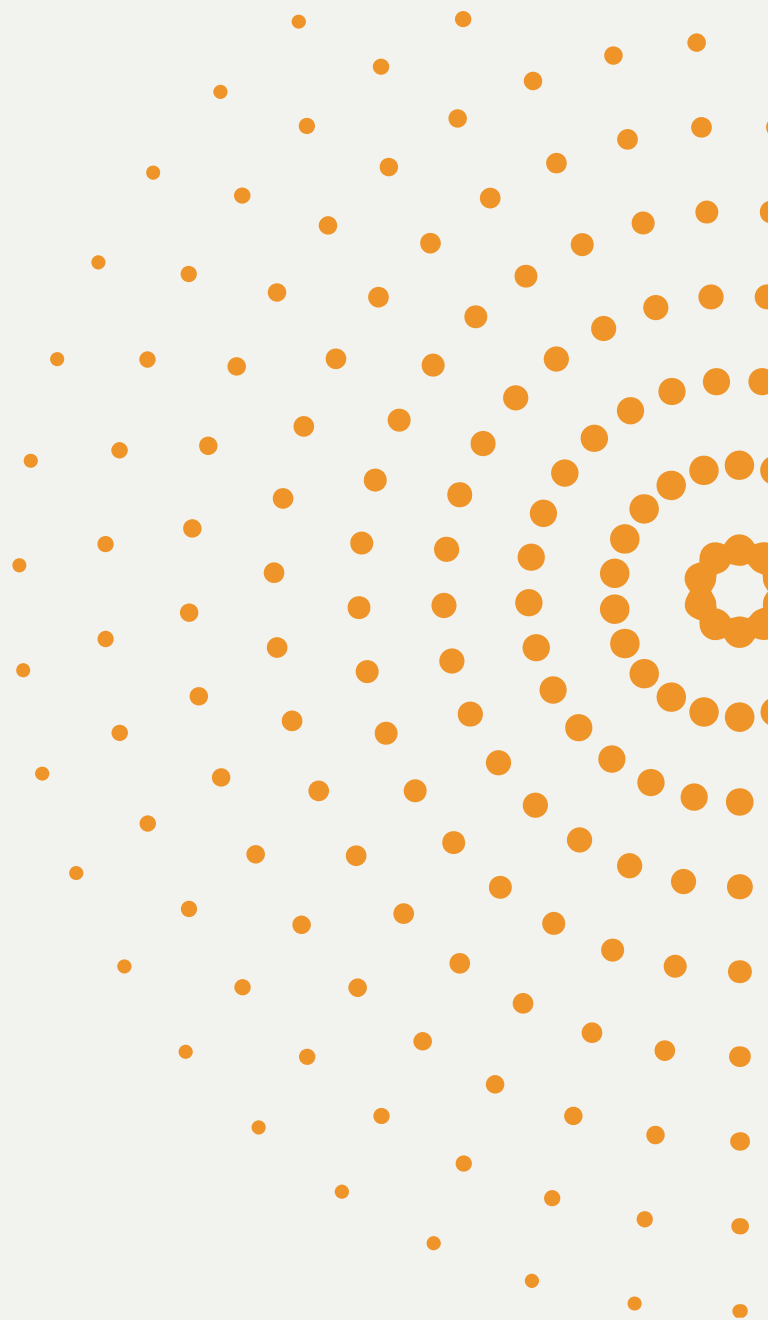
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COMMITMENT DEADLINE : MONDAY, APRIL 3, 2023



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THANK YOU!
HOPE YOU ARE
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