



Dayton Friday Nights 2018 Sponsorship Opportunities

13 Festivals with Concerts, Cruise-Ins & Vendors = **3,910 Attendees in 2017**

This year the Dayton Community Development Association presents the **fifth annual Dayton Friday Nights** summer festival series. This award-winning, family-friendly downtown party draws hundreds of people downtown every Friday evening June through August to socialize, play, dine and support our businesses. Each night includes a concert in the park, vintage car cruise-in, children's activities and vendors in the downtown park.

Sponsorship Benefits

Sponsorship of Friday Nights will provide you with the opportunity to:

- Promote your business while showing your customers that you invest in their community
- Associate your business with a successful community development initiative
- Support our mission: The DCDA works to revitalize Dayton's downtown. We are a volunteer led, volunteer driven 501(c)(3) nonprofit organization and are a participating member in the Oregon Main Street program.

ABOUT THE AUDIENCE

Results from audience intercept surveys completed during the DFN 2016-2017 seasons

Residences:

- 53% Dayton
- 21% McMinnville
- 10.5% Marion County
- 10.5% Yamhill County
- 5% Other Assorted

Ages:

- 22% under 18
- 3% 18-24
- 27% 25 to 50
- 48% 51+



I invite you to look over the Sponsor Package and see how participation in this premier Dayton event will benefit your company. Should you have any questions, please feel free to call me. I look forward to hearing from you.

Sincerely,

Kelly Haverkate, DCDA Program Manager
971.241.2076

rooted.

DOWNTOWN
DAYTON

971.241.2076

ADDRESS
PO Box 237
Dayton, OR 97114

www.daytonoregon.org

DAYTON COMMUNITY
DEVELOPMENT ASSOCIATION
A 501(C)3 NON PROFIT ORGANIZATION



BENEFITS

	CHAMPION \$1000	MAJOR \$500	CONTRIBUTING \$250	GOOD NEIGHBOR \$100
On-site promotional opportunity (display your brochure or business card, 4"x9" or smaller, at our promo table)	✓	✓	✓	✓
Acknowledgment in printed community newsletter*	✓	✓	✓	✓
Link on website	✓	✓	✓	✓
Acknowledgment in social media	✓	✓	✓	
Acknowledgment on stage banner	✓	✓	✓	
Acknowledgment in press/media advertising*	✓	✓		
Premier logo/text on stage banner	✓	✓		
Verbal acknowledgment from the stage	✓			
One dedicated sponsor banner *ONLY ONE AVAILABLE!*	✓			

ACKNOWLEDGMENT IS TIERED AND SCALED ACCORDING TO THE INVESTMENT LEVEL.

*Printed community newsletter is co-sponsored by DCDA and City of Dayton and goes out to 2,000 households in the area.

*Press/media advertising: Press releases to News Register, Newberg Graphic; Advertisement in News Register

Sponsorship Pledge Form

Organization (to appear in text) _____

Contact Name _____ Job Title (if applicable) _____

Email: _____ Phone: (_____) _____ - _____

Mailing Address: _____ City _____ State _____ Zip _____

Secondary Contact Name _____ Phone: (_____) _____ - _____

Pledged Amount \$ _____

Signature: _____ Date: _____

Return to:

- **MAIL** form to Dayton Community Development Association | PO Box 237 | Dayton, OR 97114
- **EMAIL** scanned form to info@daytonoregon.org.

HOW TO PLEDGE

- **CHECKS** payable to Dayton Community Development Association
- **CREDIT CARD** make payments securely online at <http://www.daytonoregon.org/sponsor-give/>

PLEDGE DUE DATES

- Sponsorship pledge form must be submitted by **APRIL 30, 2018**.
- **PLEDGE PAYMENTS ARE DUE MAY 7, 2018**. Pledges submitted after deadline will receive benefits as available.

Contact: Kelly Haverkate 971.241.2076 | kelly@daytonoregon.org

Dayton Community Development Association is a nonprofit 501(c)(3) organization. Contributions are tax deductible as allowed by law. (EIN: 26-4119519)