



Sponsorship Information

#SUMMER●FALBERTA



Welcome to the Summer of Alberta! Three full months of art, music, performances and excitement online and selective live events on Alberta Street during the summer of 2020.

As is true around the world, Covid-19 changed our summer plans. Instead of a one-day Street Fair in August, we are planning a full summer promotional campaign that highlights featured activities, arts and culture, community heroes and businesses that are open on NE Alberta Street. We will be promoting and sharing excitement about Virtual Last Thursday, online gallery openings and artist viewings - Street Fair in the Air, more virtual and live entertainment, street performances, and a restaurant cook-off competition.

This summer, Alberta Main Street also continues to promote economic justice and opportunity for small businesses owned by people of color throughout NE Portland. The Alberta Street Pop-Up Markets at 1722-1726 NE Alberta and NE 14th Place and Alberta give local entrepreneurs of color a place to safely promote their businesses. Check them out on weekends and on Alberta Main Street's Instagram and Facebook pages.

The Summer of Alberta starts with professional PR and builds with paid and grant matched advertising. At the same time, we will launch a high level coordinated marketing campaign, with robust social media, publicity, and videos targeted to specific audiences, reaching 40,000 people in our surrounding neighborhoods, plus partnerships throughout the Portland Metro area. A Summer of Alberta sponsorship provides your business comprehensive exposure in addition to supporting a diverse community throughout the summer months of 2020.

Thank you for looking through our Summer of Alberta Sponsorship packet and partnering with us for this exciting promotion. #OnlyonAlberta

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RESERVE YOUR SPONSORSHIP



Sponsorship forms online make it easy to choose the best way to showcase your involvement and support for the 2020 Summer of Alberta: <https://albertamainst.org/signature-events/summer-of-alberta/>

2020 Summer of Alberta is hosted by and is a benefit for Alberta Main Street, a 501(c)3 charitable nonprofit organization advancing efforts to develop Alberta Street as a vibrant, creative, equitable and sustainable commercial district serving residents and visitors to our community. Contributions are tax deductible as allowed by law. (EIN: 27-3399695)

||| SUMMER OF ALBERTA |||

ABOUT THE SUMMER OF ALBERTA

It's all about the Alberta arts community, our street's diversity and history. Alberta Main Street (AMS) will promote Alberta artists, heroes, helpers and businesses with virtual and live events. AMS will promote and stimulate excitement about heroic endeavors, artistic efforts, and open businesses on Alberta Street. Alberta Street will focus on equity and diversity, especially people of color and our street's rich African American history and culture.

Summer of Alberta Goals:

- ◆ Promote Alberta Street businesses and local artists by encouraging people to dine, shop, enjoy entertainment and to assist artist's online sales;
- ◆ Renew our commitment to equity, inclusion and diversity in our community, especially supporting people of color with artists, businesses, local community and nonprofit groups;
- ◆ Encourage people to spend time on, and enjoy Alberta Street in person and online, at no cost;
- ◆ Advance Alberta Street's noted leadership in high-quality local art, music, food and culture.

Summer of Alberta events:

- ◆ Virtual Last Thursdays - social distancing DIY art walks, online community art classes, gallery tours, sales and performances;
- ◆ Streamed music events weekly & online dance parties;
- ◆ Alberta Street Fair in the Air, a diverse music-focused event online and in-person, Saturday, August 8;
- ◆ Ongoing profiles of local artists, businesses on Alberta, Alberta Street Heroes and fun street activities.
- ◆ Special promotions, contests, giveaways and partnerships with our local businesses, artists and others
- ◆ Small, safe interactive events such as private gallery-restaurant partner dinners, interactive art installations;
- ◆ Free family-focused and safe social distancing events, games, treasure hunts, and promotions.

ABOUT ALBERTA MAIN STREET

Alberta Main Street is a volunteer-driven 501(c)3 nonprofit community and economic development organization focused on intentional and equitable neighborhood scale economic development on NE Alberta Street between 10th and 31st Avenues. Founded in 2010, Alberta Main Street (AMS) advances efforts to develop Alberta Street as a vibrant, creative, equitable, and sustainable commercial district serving residents and visitors to our community. Our volunteer-driven committees and our Board of Directors have a proven track record for coordinating high quality programs, projects and activities.

GUIDING PRINCIPLES

- ◆ Include, honor & celebrate the diversity within our community
- ◆ Ensure accessibility to all income levels
- ◆ Prioritize the safety of residents and visitors
- ◆ Be open & flexible to the changing landscape

As an award-winning Main Street America™ Accredited program, Alberta Main Street 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.

AMS builds relationships and seeks community-based solutions to challenges by leveraging the resources within the community. We believe Alberta Street should be a place where all people from all backgrounds can thrive.

SUMMER OF ALBERTA SPONSORSHIP

Promote your business or organization by becoming a sponsor of The Summer of Alberta Street! Virtual and socially distanced live events will take place in June, July and August, 2020.

Business and organizations that support making a positive investment on Alberta Street will take advantage of a major promotional campaign with professional publicity, paid and grant matched advertising, a high level coordinated social media campaign, blogs, and video productions targeted to specific audiences and markets. Sponsors will be recognized in collaboration with heroes, businesses or any part of the Summer of Alberta event promotions. Your tax-deductible, charitable contribution to Alberta Main Street is essential for long-term success.

Benefits include advertisements in Portland's major print and online media, articles in community news, Channel TV and radio promos, logo and name recognition on the Summer of Alberta webpage and on social media event pages. Posters will be printed along with postcards, signs, and direct mailers. The best part will be a comprehensive online and social media marketing campaign featuring stories, entertainment, workshops, demos, contests, games and other engaging activities where sponsors will be recognized. Sponsors will be recognized on the Alberta Main Street webpage for full a full year!

Summer of Alberta promotions offer customized sponsorship packages. Sponsorships range from \$100 to \$20,000 to fit your needs and budget.

Summer of Alberta Sponsorship Opportunities

\$ 15,000	Summer Presenting Sponsor
\$ 1,000	Hero Sponsor
\$ 1,500	Last Thursday Full Summer Sponsor
\$ 550	Last Thursday Monthly Sponsor
\$ 250	Alberta Street Pop Up Market - all weekends
\$ 100	Alberta Street Pop Market - single weekend

Summer of Alberta Street Fair in the Air Sponsorship

\$ 5,000	Presenting Sponsor
\$ 2,500	Fair in the Air Gold Sponsor
\$ 1,000	Fair in the Air Silver Sponsor
\$ 550	Fair in the Air Bronze Sponsor

PARTICIPATE

Sponsorship ranges from \$125 to \$20,000 for every budget or idea. Select your sponsorship online making it easy to choose the best way to showcase your involvement and support for the Summer of Alberta: <https://albertamainst.org/signature-events/summer-of-alberta/>

Become a partner: Be a part of the Summer of Alberta showcasing artists, promoting local businesses and heroes. Host activities or events and help to make magic happen! Email our Community Sponsor Manager, Bridget - Bridget@BAMpdx.com



SUMMER OF ALBERTA SPONSORSHIP BENEFITS

Summer of Alberta sponsorship provides your business comprehensive exposure throughout the summer months of 2020. Acknowledgment is tiered and scaled according to the investment level. All event sponsorships include recognition on Alberta Main Street website.

Summer Presenting Sponsor

Benefits: Major online, print and in-person recognition showcases Presenting Sponsors including a strong print advertising presence, banner ads, digital ads in local media like the Oregonian, The Mercury, PDX Parent, Portland Monthly and The Skanner. Custom social media campaign built with event pages, social mentions and direct email marketing plus 2nd tier webpage recognition. Presenting Sponsors are named and logo is shown at every event, online and live, for one month of the summer months, either June, July or August. Presenting Sponsors are announced live, on camera, on signs with major branding visibility. PR and publicity stories written for Presenting Sponsors will be widely distributed. Presenting Sponsor enjoys 2nd tier placement on creative colorful posters and postcards.

Hero Sponsor

Benefits: Major online, print and in-person recognition showcases Hero Sponsors including digital advertising in local media like the Oregonian, The Mercury, and PDX Parent. Custom social media campaign built with social mentions and direct email marketing plus webpage 3rd tier webpage recognition. Hero Sponsors are named and with logo shown at every event, online and live, for one month of the summer months, either June, July or August. Hero Sponsors are announced live and online. PR and publicity stories written for Hero Sponsors will be widely distributed. Hero Sponsor enjoys 3rd tier placement on creative colorful posters.

Last Thursday Full Summer Sponsor

Benefits: Major online, print and in-person recognition showcases Last Thursday Full Summer Sponsors including a strong presence with banner ad, digital advertising in local media like the Oregonian, The Mercury, The Skanner and PDX Parent. Custom social media campaign built with event page, social mentions and direct email marketing plus 2nd tier webpage recognition webpage. Last Thursday Full Summer Sponsors are named and with logo shown at every event, online and live, for one month of the summer months, either June, July or August and are prominently announced live and online. PR and publicity stories written for Last Thursday Full Summer Sponsors will be widely distributed. Enjoy 2nd tier placement on creative colorful posters and postcards.

Last Thursday Monthly Sponsor - June, July, August

Benefits: Online, print and in-person recognition name Last Thursday Sponsors in digital Oregonian, The Mercury, and Portland Tribune ads. Social media mentions and direct email marketing plus 3rd tier webpage recognition. Last Thursday Sponsors' logos are displayed at events, online and live, for one month of the summer months, either June, July or August. Last Thursday Sponsors are thanked live, online and are included in PR and publicity stories. Business Logos displayed on creative colorful posters.

Last Thursday Activity Sponsors

Sponsor Music, Performances, Artists Demos, Vendor showcase or your inspired creation. Benefits vary depending on activity and promotion.

STREET FAIR IN THE AIR SPONSORSHIP BENEFITS

Alberta Street Fair in the Air - August 8

Presenting Sponsor Benefits: Major online, print and at event recognition showcases Street Fair in the Air Presenting Sponsors including a strong print advertising presence, banner ads, digital ads in local media like the Oregonian, The Mercury, PDX Parent, Portland Monthly and The Skanner. Custom social medial campaign built with event pages, social mentions and direct email marketing plus top tier webpage recognition. Street Fair in the Air Presenting Sponsors are named and logo is displayed at every event, online and live, for one month of the summer months, either June, July or August. Sponsors are announced live, on camera, on signs with branding visibility. PR and publicity stories written for Street Fair in the Air Presenting Sponsors will be widely distributed. Presenting Sponsor enjoys top tier placement on creative colorful posters and postcards.

Fair in the Air Gold Sponsor

Benefits: Major online, print and event recognition showcases Street Fair in the Air Gold Sponsors with print advertising presence, banner ads, digital ads in local media like the Oregonian, The Mercury, PDX Parent, Portland Monthly and The Skanner. Custom social medial campaign built with event page, social mentions and direct email marketing plus 2nd tier webpage recognition. Street Fair in the Air Presenting Sponsors are named and logo is displayed at the event, online and live. Sponsors are announced live, on camera, on signs with branding visibility. PR and publicity stories written for Street Fair in the Air Gold Sponsors will be widely distributed. Gold Sponsors enjoy 2nd tier placement on creative colorful posters and postcards.

Fair in the Air Silver Sponsor

Benefits: Major online, print and event recognition showcases Street Fair in the Air Silver Sponsors on some print advertising, digital ads in local media like the Oregonian, The Mercury, PDX Parent, Portland Monthly and The Skanner. Custom social medial campaign built with event page, social mentions and direct email marketing plus 3rd tier webpage recognition. Street Fair in the Air Silver Sponsors are named and logo is displayed at the event, online and live. Sponsors are announced live, on camera, on signs with branding visibility. Street Fair in the Air Silver Sponsors included in PR and publicity stories that are widely distributed. Silver Sponsor's logos are placed in the 3rd tier on creative colorful posters and postcards.

Fair in the Air Bronze Sponsor

Benefits: Major online, print and event recognition showcases Street Fair in the Air Bronze Sponsors on some print advertising, digital ads in local media like the Oregonian, The Mercury, PDX Parent, Portland Monthly and The Skanner. Custom social medial campaign built with event page, social mentions and direct email marketing plus 4th tier webpage recognition. Sponsors logos are displayed online and on signs for the event. Street Fair in the Air Bronze Sponsors are included in PR and publicity stories that are widely distributed. Bronze Sponsor's logos are placed in the 4th tier on creative colorful posters.

Fair in the Air Activity Sponsor

The skies the limit! Sponsor Kids' Corner, Hunts, Games, Parade, Cooking, Eating, Imbibing Demos, Vendor showcase or your inspired creation. Benefits vary depending on activity and promotion.

Custom Sponsorships

AMS is able to customize sponsorships for specific activities and events as they become identified and developed. If your business has a specific focus, interest, or cause we can work together to match you and shape your sponsorship in partnership with developing an activity or program. Let us know!