

# 2024 SPONSORSHIP DRIVE



WR Business Alliance is launching our 2024 Sponsorship Drive, and we invite you to get involved today! When large corporations and small business invest in WR Business Alliance, they fund economic development projects, fund educational workshops for new and existing small business, expand media campaigns, and improve aesthetics to ensure the continued growth of Wood River. Will you be a part of elevating our efforts this year?

## How does Wood River Business Alliance provide a return on your investment?

Our Executive Director and team of volunteers work around the clock to

- ❑ CONNECT business owners, entrepreneurs, skilled community members, and investors with resources and relevant economic development opportunities
- ❑ COORDINATE popular events that generates new customers and promotes local shopping & dining, including the Summer Kickoff Festival, Summer First Fridays, Movies in Central Park, Farmers Market, Wood River Chili Cookoff, Holiday Traditions Night Market and the Downtown Christmas Tree Lighting
- ❑ CREATE spaces for networking opportunities and community development
- ❑ FACILITATE training & workshops for small business owners, non-profits, and creatives
- ❑ FOSTER public/private collaboration on projects in the downtown district and beyond
- ❑ OFFER funding opportunities for streetscape, beautification and Facade projects

## Your sponsorship also includes several perks such as:

- ❑ Announcements in our print, radio, online, and social media outlets - reaching thousands!
- ❑ An enhanced directory listing on our website
- ❑ Recognition at our annual Appreciation Party and in our Annual Report
- ❑ A decal to advertise your support

We thank you for your consideration and continued support,  
Wood River Business Alliance Board of Directors-  
Tim O'Donnell, Kristen Burns, Dwight Werts, Steve Yates, Steve Aud  
Bob Federico, Kourtney Hulker, Ashley Wasser

Engaging the community in continued renewal of our downtown business district and other economic development areas. Offering events, educational opportunities, funding options and social platform catered to the growth and development of Wood River.



Follow us on Social Media



woodriverbusinessalliance



wood\_river\_strong

# 2024 SPONSORSHIP DRIVE



**YES! I am proud to support WR Business Alliance in stimulating our local economy and improving quality of life:**

Business Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_  
Website \_\_\_\_\_ Social Media \_\_\_\_\_

**Please complete this form and mail it along with your check to:**

WR Business Alliance PO Box 214 Wood River, IL 62095  
or make your donation through venmo @WRED1

## Any level of Sponsorship comes with the following benefits:

- Your website link on the Sponsors page of our website
- Invitations to Main Street workshops, seminars and events
- Recognition at our Appreciation Party and in our Annual Report
- Announcements in our print, radio & online media outlets - reaching thousands!
- A window decal to advertise your support

### GOLD Sponsor — \$5,000

- ALL INCLUSIVE PREMIER SPONSORSHIP FOR ALL EVENTS
- A gift of this size allows us to present over 150 hours of free & family-friendly entertainment in the coming year*

### SILVER Sponsor — \$2,500

- PREMIER SPONSORSHIP FOR 3 EVENTS OF YOUR CHOICE
- A gift of this size allows us to provide financial and volunteer support of beautification and facade grants and projects to Downtown Wood River.*

### BRONZE Sponsor — \$1,000

- PREMIER SPONSORSHIP FOR 1 EVENT OF YOUR CHOICE
- A gift of this size allows us to provide intensive assistance to dozens of prospective entrepreneurs and new businesses at no charge*

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## Please indicate your choice of event(s) for Sponsorship benefits

**FULL DETAILS ON MARKETING COLLATERAL FOR EACH AVAILABLE ON REQUEST**

- Wood River Farmers Market** **JUNE -OCT—Approx. Attendance 100/week**
  - 18 events total with sponsor signage at a high traffic location, welcoming 10-25 vendors each week.
  - The market features farmers selling locally grown product & baked goods.
  
- Summer Kickoff** **May— Approx. Attendance 1000**
  - Held in conjunction with the WRPD 5k, this event kicks off the summer season in Wood River Vendors, Food Trucks and Live Music bring the Downtown District to life
  
- First Fridays** **May- September—Approx. Attendance 250/month**
  - These events provide live music and food the first Friday of each month during the summer.
  - Participating businesses will stay open late for a night time shopping experience with raffles, specials and give aways
  
- Movies/Concerts in the Park** **2nd Thursdays- June- August—Approx. Attendance 100/month**
  - Join us the 2nd Thursday of the month for Movies/Concerts in Central Park
  - Family Friendly Movies and Music on the bandstand with free refreshments
  
- Wood River Chili Cookoff** **Saturday October 19th—Approx. Attendance 500**
  - The 3rd Annual Chili Cookoff held in Downtown Wood River. A great civic event featuring 15+ Chili cook- off teams and live music
  
- Economic Vitality Initiatives** **Various-sized events throughout the year**
  - Assist our business recruitment and retention efforts that advance our local economy!
  - We offer educational sessions and networking opportunities such as “What’s Up Downtown”.
  - Show your support for Downtown establishments by funding façade grants and advertising for “Shop Local” promotions, Small Business Saturday, etc.
  
- Holiday Traditions Night Market** **FRI, NOV 29 —Approx. Attendance 1000**
  - Start new traditions in Downtown Wood River. Carriage Rides, Smores, Hot Cocoa and Santa. Along with over 25 vendors and the Downtown Christmas Tree Lighting
  - Your sponsorship includes your logo around the Christmas Tree as well as all advertising for the event

**If there is a specific event that you would like to sponsor in kind or in another way please reach out to Kristen at [woodriverpr@gmail.com](mailto:woodriverpr@gmail.com).**

**There are many ways to support and sponsor the events WRBA provides.**