



2024 SPONSORSHIP INFORMATION



WELCOME TO THE HEART OF BROOKINGS

Our Mission: We promote, connect, and design our vibrant neighborhood.

Our Approach: We have a four-pillar approach, each with a committee of dedicated volunteers and sub-committees for large projects.



Promotion

Promotion builds a sense of community through storytelling, marketing, and events. We do this through hosting large events like the Festival of Lights, Brooking Bonanza, Fall for Downtown Festival, Trick-or-Treating, and the Brookings Farmers Market. We also market our neighborhood through local and regional advertising.



Economic Vitality & Connections

Economic Vitality and Connections assists a vibrant and healthy business climate through sharing information and resources, identifying economic opportunities, creating a supportive environment where new and existing businesses thrive, and collaborating with the Brookings Economic Development Ecosystem Partners.



Design

Design works to capitalize on our community's best assets, such as its historic properties, and creates an inviting atmosphere through public art, building improvements, landscaping, and more. Design shapes the public image of our Downtown neighborhood and improves the physical landscape, making it an attractive place for all to belong.



Organization

Organization does the critical work of establishing consensus and cooperation by building partnerships among the various groups in the community that have a stake in our neighborhood. We fundraise, recruit and retain volunteers, advocate for neighborhood needs, and develop a strong foundation for long-lasting community support.

HOW TO **SUPPORT** OUR WORK

The success of our work depends on generous donors like you. By aligning your brand with our initiatives, you not only contribute to the economic growth of the neighborhood but also gain valuable exposure to a diverse and engaged audience. Options are available to fit all levels of commitment, starting at just \$25. Opportunities are detailed in the following pages.

Sponsorship Levels & Perks

	Featured	Supporting	Contributing
Business logo on event webpage	X	X	X
Social media mentions	X	X	X
Business logo on event signage and advertising	X	X	
Complimentary event booth or float	X	X	
Radio shout-out	X		
Stage time (if applicable)	X		
Four tickets to donor social	X		

Any cumulative investment of \$1,000 and more will be recognized on our website and invited to a yearly donor appreciation social and parade watch party during the Festival of Lights on December 6, 2024.

BROOKINGS FARMERS MARKET

The farmers market is a vibrant community gathering place where local farmers and entrepreneurs sell directly to the consumer.

Every Saturday from May through October.

Featured: \$3000 (1 available)

Supporting: \$1000 (2 available)

Contributing: \$250 (6 available)



60+
vendors

16k+
attendees

132k+
web impressions

BROOKINGS BONANZA



Previously known as Crazy Days, the Brookings Bonanza is a celebration of community, featuring a street fair, performances, kid entrepreneurs, and fun activities.

July 20, 2024

Featured: \$1500 (2 available)

Supporting: \$500 (2 available)

Contributing: \$250 (4 available)

80+
businesses

8k+
attendees

60.8k+
web impressions

FALL FOR DOWNTOWN FESTIVAL

Head to Downtown Brookings for a day of fall festivities including live music, a petting zoo, craft stations, pumpkin painting, and shopping.

September 14, 2024

Featured: \$1500 (2 available)

Supporting: \$500 (2 available)

Contributing: \$250 (4 available)

500
pumpkins

5k+
attendees

48.2k+
web impressions



TRICK-OR-TREAT ON MAIN



We welcome costumed families to explore Downtown Brookings while trick-or-treating through the neighborhood.

October 29, 2024

Featured: \$750 (1 available)

Supporting: \$300 (1 available)

Contributing: \$150 (2 available)

40k
candies

2k+
attendees

16.4k+
web impressions

FESTIVAL OF LIGHTS

Celebrate the sparkle and joy of the holiday season! Downtown Brookings will be lit up for the 29th annual parade and pre-parade activities.

December 6, 2024

Featured: \$1500 (2 available)

Supporting: \$500 (2 available)

Contributing: \$250 (4 available)

30+
floats

5.5k+
attendees

66.9k+
web impressions



NEIGHBORHOOD DESIGN FUND

Downtown Brookings regularly invests in neighborhood design upgrades like murals, art installations, and signage. Contributions of any amount assist in building a strong sense of place all year long.

Variable Amounts



BE A FRIEND OF DOWNTOWN

For just \$25 a year, you can show your support for all the work Downtown Brookings does to grow and sustain the historic neighborhood at the heart of our community. Friends of Downtown Brookings will receive a sticker to show their love and receive shout-outs throughout the year. **Put your money where your heart is.**



DOWNTOWN BY THE NUMBERS in 2023

345k+ Social media reach

11k+ Social media followers

20k+ Website visits

36k+ Estimate total event attendees

6 Public art projects completed

115+ Volunteers gave **800+** volunteer hours

HOW WOULD YOU LIKE TO SUPPORT US?

Contact Name: _____

Business Name: _____

Mailing Address: _____

Phone Number: _____

Email: _____

Brookings Farmers Market

- \$3000 Featured
- \$1000 Supporting
- \$150 Contributing

Brookings Bonanza

- \$1500 Featured
- \$500 Supporting
- \$250 Contributing

Fall for Downtown

- \$1500 Featured
- \$500 Supporting
- \$250 Contributing

Trick-or-Treat on Main

- \$750 Featured
- \$300 Supporting
- \$150 Contributing

Festival of Lights

- \$1500 Featured
- \$500 Supporting
- \$250 Contributing

Neighborhood Design Fund

- Amount Specified Below

\$ _____

I'm a Friend of Downtown Brookings

- \$25 I'm excited to show my support for Downtown Brookings!

Total Annual Pledge: _____

Billed: Monthly Quarterly Annually

Invoice Preference: Mail Email

Have questions or a completed form? Please contact us.

Email: director@downtownbrookings.com Phone: 605-620-1685

Mail: 414 Main Ave, Suite 1 | Brookings, SD 57006



DOWNTOWN
BROOKINGS

From my heart to yours, thank you for your support of Downtown Brookings. Together we can foster sense of belonging and community for a stronger future.

Cheers,

Kirsten Gjesdal

Executive Director



Interested in a Sponsorship Opportunity?

Please contact Kirsten Gjesdal to discuss further.

Email: director@downtownbrookings.com

Phone: 605-620-1685

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**WE ARE
THE HEART OF
BROOKINGS**

