



2026 SPONSORSHIP GUIDE



DOWNTOWNWS.COM

#DTWS

#FINDITHERE

ANNUAL MEETING



LOCATION: THE BENTON
RECURRENCE: ANNUALLY
ESTIMATED ATTENDANCE: 350

The Annual Meeting brings together the largest gathering of downtown stakeholders of the year. The Annual Excellence Awards are presented by Mayor Allen Joines and we celebrate the success of the past year and outline goals for the upcoming year.

Title Sponsor

\$3,500

- “Presented by” Naming Rights
- 1 Seat at speaker’s table
- 1 table of 8, preferred seating
- Sponsor remarks from the podium, introduce Mayor Allen Joines
- DWSP President will recognize your sponsorship and read a 15 second company message
- Prominent recognition on all event promotions including mailed invitation, web graphics, social media

Supporting Sponsor

\$1,500

- 1 table of 8, preferred seating
- DWSP President will recognize your sponsorship and read a 15 second company message
- Prominent recognition on all event promotions including mailed invitation, web graphics, social media

SUMMER ON 4TH



LOCATION: 4TH Street
RECURRENCE: 5 Saturday
Night Concerts in the Summer
ESTIMATED ATTENDANCE:
2,500 per Event

We are pleased to announce the 27th Season of the Summer Music Series. These free concerts have a rich history of bringing together our diverse and vibrant community in our beloved downtown in various locations to celebrate music and dancing. Our downtown has experienced tremendous growth right alongside this annual free summer music celebration which first started in 1998.

Title Sponsor

\$16,000

- “Presented by” Naming Rights
- Prominent recognition on all event promotions including mailed invitation, web graphics, social media
- On-Site Activation Location and 1 on-site parking spot inside event boundary
- Large on-stage banner
- Primary recognition in pre-recorded audio message played before event, intermission, and just after.
- Availability of intermission programming from the stage at all events

Supporting Sponsor

\$3,000

- Prominent recognition on all event promotions including mailed invitation, web graphics, social media
- On-Site Activation Location
- Recognition in pre-recorded audio message played before event, intermission, and just after.
- Availability of intermission programming from the stage at one event.

DOWNTOWN JAZZ



LOCATION: CORPENING PLAZA

**RECURRENCE: 5 Friday Night
Concerts in the Summer**

**ESTIMATED ATTENDANCE:
2,500 per Event**

We are pleased to announce the 27th Season of the Downtown Jazz Series. These free concerts have a rich history of bringing together our diverse and vibrant community in our beloved downtown in various locations to celebrate music and dancing. Our downtown has experienced tremendous growth right alongside this annual free summer music celebration which first started in 1998.

Title Sponsor -

\$16,000

- “Presented by” Naming Rights
- Prominent recognition on all event promotions including mailed invitation, web graphics, social media
- On-Site Activation Location and 1 on-site parking spot inside event boundary
- Large on-stage banner
- Primary recognition in pre-recorded audio message played before event, intermission, and just after.
- Availability of intermission programming from the stage at all events

Supporting Sponsor

\$3,000

- Prominent recognition on all event promotions including mailed invitation, web graphics, social media
- On-Site Activation Location
- Recognition in pre-recorded audio message played before event, intermission, and just after.
- Availability of intermission programming from the stage at one event.

SHOP THE BLOCK



RECURRENCE: ANNUALLY IN Fall
ESTIMATED PARTICIPATION: 40
businesses

An on-line promotion of Discounts and/or deals from ~40 downtown businesses in the fall. A free tote bag is available to all shoppers and significant advertising supports the event.

Title Sponsor

\$2,500

- “Presented by” Naming Rights
- Prominent logo placement on all event promotions, web graphics, social media, and print advertisements

Supporting Sponsor

\$1,000

- Logo placement on all event promotions, web graphics, and social media posts

TREASURE HUNT



Up to 3 Sponsors - each \$1,500

- Prominent logo placement on Treasure Hunt App and in all promotions

SPRING 2025

Mobile App Treasure Hunt that will Offered in April 2025.

Participants download a phone app and hunt out clues in Downtown Winston-Salem. All who succeed will be eligible for cash prizes. Can be done anytime during and at any pace.

EAT, SHOP, & BE MERRY



LOCATION: Holiday Promotion

RECURRENCE: ANNUALLY

Online listing of all Events,
Shopping Maps, Parking Maps
during the busy Holiday Season
Between Thanksgiving and the
New Year in Downtown Winston
Salem.

Title Sponsor - SOLD

\$2,500

- “Presented by” Naming Rights
- Prominent logo placement on all event promotions, web graphics, social media, and print advertisements

Supporting Sponsor

\$1,000

- Logo placement on all event promotions, web graphics, and social media posts

TUBA CHRISTMAS



LOCATION: First Presbyterian
Worship Center

RECURRENCE: December 5,
2025

ESTIMATED ATTENDANCE: 500

Annual Celebration on the First Friday of December each year. Tuba Players from all over the region come together to play Christmas Songs and celebrate the season. The unique tuba event is part of a worldwide Tuba Christmas celebration.

Title Sponsor -

\$2,000

- “Presented by” Naming Rights
- Prominent recognition on all event promotions including mailed invitation, web graphics, social media
- On-stage banner which must be provided by the sponsor.
- Opportunity for Company representative to address the audience with company message.

Supporting Sponsor

\$500

- Recognition on Tuba Christmas Website and Social Media Page
- Name recognized from the stage

WINDOW WONDERLAND



RECURRENCE: ANNUALLY IN DECEMBER
ESTIMATED PARTICIPATION: ~35 Businesses and Thousands of Voters

Annual Holiday Window Decorating Competition in December. Winners receive significant cash prizes. There is a “People’s Choice Award” which is determined by online votes and a “Celebrity Judges Award.”

Title Sponsor of “People’s Choice Award” - \$2,500

- “Presented by” Naming Rights
- Prominent logo recognition on all event promotions, web graphics, social media, voting page, and results page.

Title Sponsor of “Celebrity Judges” Award - \$2,000

- “Presented by” Naming Rights
- Prominent logo recognition on all event promotions, web graphics, social media, voting page, and results page.

NEWSLETTER

Downtown Winston-Salem Weekly e-Newsletter



LOCATION: EMAIL
RECURRENCE: WEEKLY
ESTIMATED ATTENDANCE: MAILING LIST IS CURRENTLY ~4,000

Weekly E-Newsletter that goes out each week that highlights the events, activities, and other information important to downtown Winston-Salem.

Yearly Logo Sponsor - \$1,500

- Logo and URL Link on all Weekly Newsletters.
- Logo will be on the bottom of the newsletter in the sponsor recognition section.

Weekly Box Sponsor \$250

- Graphic and URL placement in one box on the newsletter.

PODCAST



LOCATION: AUDIO PODCAST
RECURRENCE: VARIES

Audio Podcast of people who are making difference in Downtown Winston-Salem.

Yearly Sponsor -

\$1,000

- **Audio Message on all podcasts along with customized message.**

MERSCHEL PARK CHRISTMAS TREE



LOCATION: Merschel Park
RECURRENCE: ANNUALLY

Title Sponsor - \$2,000

- “Presented by” Naming Rights
- On-Site Logo Placement in the Park adjacent to the Tree
- Recognition on one social media post on Instagram and Facebook