



2018 On Top of Downtown Series Partnership Opportunities

The Janesville Downtown Development Alliance (DDA) began hosting a unique event series called “On Top of Downtown” in the spring of 2014. These events feature live entertainment, unique food and beverage offerings, and great fellowship opportunities.

On Top of Downtown takes place on the top level of the parking structure at Parker Drive and Wall Street in downtown Janesville. Proceeds from the event series fund various worthy causes in the downtown. These events have been quite successful, regularly drawing diverse crowds of over 100 people from all over the community.

2018’s On Top of Downtown events will take place on the first Thursday evening of each summer month—June 7, July 5 and August 2, all beginning at 5 PM.

TITLE SPONSOR: \$2,500

This exclusive opportunity features the following benefits:

- Series naming rights - e.g., “The 2018 On Top of Downtown Series, presented by (your company.)”
- The opportunity to deliver a welcome message during each event.
- Ten free admissions to each On Top of Downtown Event (Admission is \$5 per person; a \$150 value!)
- The exclusive opportunity to set up a booth or table at each event with promotional materials from your business.
- The opportunity to put up banners at several high-visibility spots the event site, including at the registration table and behind the band.
- Your support will be referenced prominently on the top line of each event’s promotional flyer, which will be distributed electronically and in print to hundreds of people across the community.

BEVERAGE SPONSOR: \$1,000

This opportunity features the following benefits:

- The opportunity to put up a banner on the front of the bar at each event.
- A promotional label of your choosing to be placed on each and every plastic beverage cup distributed at the event.
- Five free admissions to each On Top of Downtown Event (A \$75 value!)
- Your business logo will appear at the bottom of promotional flyers for each event.

BAND SPONSOR: \$500

This opportunity features the following benefits:

- The opportunity to put up a banner behind the band at each event.
- Two free admissions to each On Top of Downtown Event (A \$30 value!)
- Your business logo will appear at the bottom of promotional flyers for each event.

Please contact Dan Cunningham at (608) 757-3160 or danc@forwardjanesville.com to sign up!