



# MOSSY CREEK ON MAIN

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## *Event & Sponsorship Info*

Every Saturday morning, June thru September, the folks of Jefferson City will be treated to a street party in the Historic Mossy Creek District, on Main Street. With educational opportunities, a talent competition, and high quality entertainment, this family friendly series is brought to you by the Historic Mossy Creek District Alliance. *The Mossy Creek on Main* series also functions as a fundraiser for the organization, providing much needed funds for operational costs.

Each Saturday has three main categories of events, which require sponsorship dollars. They are as follows:

### **Mossy Creek Kid's Market**

*The Mossy Creek Kid's Market provides kids with opportunities to engage in business and business related challenges in a real world community setting. Adult facilitators will be on hand to assist young people in running their booth. Kids must be between the ages of 8 and 18 to participate. Weekly challenge activities will be provided for kids to learn about basic business concepts such as marketing, customer service, and resource management.*

*Small Prizes will be offered to winners of challenge activities.*

#### **Weekly Sponsor.....\$25.00 (Limit 18)**

Announced Throughout the Contest, Free Vendor Space for the day, Name listed on web-site for 1 week. Membership within the Historic Mossy Creek Association.

#### **Monthly Sponsor.....\$100.00 (Limit 4)**

Announced each weekend, throughout the show and once at closing of the Market, Name listed on web-site for the month, as well as a link to your business, Free Vendor Space twice per month. Membership within the Historic Mossy Creek Association.

#### **Season Sponsor.....\$400.00 (Limit 1)**

Announced each weekend, throughout the show, and at the beginning of all market events, Name listed on the website with logo, links, and on Mossy Creek on Main facebook activity. Name printed on banner and other marketing materials. Free vendor space every Saturday, and Membership within the Historic Mossy Creek Association.



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## *Sponsorship Info*

### **Main Street Star Search**

*Main Street Star Search* gives locals and folks from surrounding counties an opportunity to compete for small prizes each week. At the end of the season, the winners will compete in a final round of competition for a chance to win the grand prize of \$300.00 and a professionally produced digital recording of their winning performance.

**Weekly Sponsor.....\$50.00 (Limit 18)**  
Announced Throughout the Contest, Free Vendor Space for the day, Name listed on web-site for 1 week. Membership within the Historic Mossy Creek Association.

**Monthly Sponsor.....\$150.00 (Limit 4)**  
Announced each weekend, throughout the show and once at closing of the Market, Name listed on web-site for the month, as well as a link to your business, Free Vendor Space each week during the month. Membership within the Historic Mossy Creek Association.

**Season Sponsor.....\$600.00 (Limit 1)**  
Announced each weekend, throughout the show,, and at the beginning of all market events, Name listed on the website with logo, links, and on Mossy Creek on Main facebook activity. Name printed on banner and other marketing materials. Free vendor space every Saturday, and Membership within the Historic Mossy Creek Association.

### ***Tips for getting the most out of your sponsorship dollars: Booth Space & Customer Interactions***

- Use booth time creatively--instead of just bringing product displays, bring a kids activity or offer learning opportunities ie.. a hardware store might teach booth visitors how to stain a board properly, a restaurant might teach a recipe.
- Donate booth time to your church, favorite civic organization, or other groups who would like to have an opportunity to share information with the public.
- Have contests, or door prizes, samples, or give-aways.
- Flowers are great attractors and make booths look lovely.
- Bring a tent or canopy for shelter--it gets hot early in August.
- Bring bottled water to give away to visitors.

### **The BackYard Vanguard Presents...**

Each week, high quality entertainment will be provided free to the public. From musicians, dance troupes, choral groups, actors, performance artists, story-tellers, and comedians. The BackYard Vanguard has sniffed out some of the best around.

In appreciation for their service, Acts are given \$100.00 as an honorarium to cover gas and lunch.

**Weekly Sponsor.....\$125.00 (Limit 18)**  
Announced before and after the performance, Free Vendor Space for the day, Name and logo listed on web-site for 1 week, and Membership within the Historic Mossy Creek Association.

**Monthly Sponsor.....\$500.00 (Limit 4)**  
Announced each weekend, before and after each performance, and once at closing of the Market, Name listed on web-site for the month, as well as a link to your business, Free Vendor Space each week during the month, and Membership within the Historic Mossy Creek Association.

**Season Sponsor.....\$2000.00 (Limit 1)**  
Announced each weekend, before and after the performance, and at the beginning of all market events, Name listed on the website with logo, links, and on *Mossy Creek on Main* facebook activity. Large banner displayed at stage area with only your information listed. Name printed on *Mossy Creek on Main* banner and other marketing materials. Free vendor space every Saturday throughout the season, and Membership within the Historic Mossy Creek Association.

Talk with Candy or Jessie to ensure we have all the relevant social media information and website addresses so that we can post, tweet, and link to your company's internet promotional resources as often as possible during your sponsorship period. We want you to get as much out of your contribution as possible!



# MOSSY CREEK ON MAIN



*It not just good to be a sponsor, it's smart.*

Creating community takes getting to know each other, and there's no better way to get things going than to have a party,

**EVERY SATURDAY!!!**

## **Pick your reason, and join the fun!**

- The Historic Mossy Creek District can provide unique community gathering space, a space rooted in our past--a proven ground where we can get to know each other.
- Every Saturday morning, *Mossy Creek on Main* gives our kids a place to play, grow, and learn together.
- The *Mossy Creek Folk School* gives our elders a place to teach and be valued.
- By providing space to local businesses, *Mossy Creek on Main*, offers a much needed, highly visible, and truly positive way to interact with local consumers.
- *Mossy Creek on Main* supports a secondary, micro-economy, which in turn, provides for the nourishment of the entire county-wide economy. (*A fancy way to say every little bit of economic activity helps the bottom line.*)
- It provides valuable market access for local farmers, artists, crafters, and food vendors to earn necessary income, which they most often spend at local business establishments.
- The *Kids Market* creates an incubator to give young entrepreneurs real-world business experience with the help and facilitation of encouraging adults.
- Market Square in Knoxville utilized arts, entertainment, and community engagement to revitalize their failing downtown, and turned it into a thriving social space in just 10 years. We can do it, too!
- There is no better advertising than a direct, personal interaction with customers, and when that interaction takes place in a highly enjoyable, authentic environment, businesses grow and customers are truly glad to give you their business.
- In the age where consumers often make purchasing decision that align with their values, companies with good community values and relationships are rewarded with good, loyal customers, employees, and community partners.
- Contributions are tax deductible.



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## Sponsorship Form

Please print and return with payment.

Name: \_\_\_\_\_ (How you want to be listed.)

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Sponsorship Area	Weekly	Monthly	Season	Indicate a preferred Sponsorship Period (i.e. Week of 4th of July, or May, etc)	Total Due
Kid's Market	25.00	100.00	400.00		
Main Street Star Search	50.00	150.00	600.00		
The BackYard Vanguard Presents...	125.00	500.00	2000.00		
Other: (Private donation, membership dues (25.00) or other contribution)					
<b>Grand Total:</b>					

You may sponsor one or more areas of the market, and you may sponsor more than one category. Additionally, we may be able to work with you to customize a sponsorship period, which will best benefit your business activities.

Please indicate your method of payment: \_\_\_\_\_ Check Enclosed \_\_\_\_\_ Credit Card \_\_\_\_\_ Gift In Kind  
(Only the Kids' Market and Main Street Talent Search events are eligible for "Gift In Kind" donations, such as a \$25.00 gift certificate or an item of value equal to the prize amount.)

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

Name as it appears on the card: \_\_\_\_\_

Signature: \_\_\_\_\_

Make all checks payable to: **The Historic Mossy Creek District Alliance**

Send payments to:

Mayor's Office  
c/o *Mossy Creek on Main*  
112 City Center Drive  
Jefferson City, TN 37760

Questions? Call  
Candy Durman  
865-308-1810