



DECI PRESENTS

Heart of Eau Claire

Downtown Eau Claire



Sponsorship Packet

2009-10 Series





Tuesday, September 29, 2009

Downtown Eau Claire, Inc.

203 S. Farwell St.
Eau Claire, WI 54701

Dear Downtown Business:

Downtown Eau Claire, Inc. is launching a new networking and workshop series, *Heart of Eau Claire*, on Wednesday, June 17, 2009. *Heart of Eau Claire* is a four-part series formed to create a steady, strong heartbeat of the City of Eau Claire. *Heart of Eau Claire* will fulfill this goal through three objectives:

- To create *camaraderie* between the business owners of downtown and Downtown Eau Claire, Inc.
- To provide an opportunity for businesses to *learn* how to make being downtown positive for their business.
- To provide a line of *open communication* between the downtown businesses and Downtown Eau Claire, Inc.

The *Heart of Eau Claire* series was created primarily for the downtown businesses but is open to the public. In order to successfully plan and execute the *Heart of Eau Claire* series, we need your help! Each part of the series requires the following sponsors:

- Generous Heart Sponsor
- Helpful Heart Sponsor
- Kind Heart Sponsor

Please refer to the *Heart of Eau Claire* Sponsorship Package enclosed with this letter for more information on each level of sponsorship, including the benefits of your sponsorship.

By sponsoring the *Heart of Eau Claire*, you in turn are contributing to downtown, the heartbeat of the City.

Please direct any questions you may have to Jessica Cather, Downtown Communications and Promotions Coordinator at (715) 839-4914 or at Jessica.Cather@eauclairewi.gov.

Sincerely,

Jessica Cather

Jessica Cather
Downtown Communications & Promotions Coordinator
Downtown Eau Claire, Inc.

Heart of Eau Claire Sponsorship Package

GENEROUS HEART SPONSOR: \$250

1-2 Generous Heart sponsorships available per event.

Benefits:

- Space available at event for signage (*signage must be provided to DECI*)
 - Signage may include banners, tabletops, print-offs, etc. For more information on providing signage at the event, contact Jessica Cather by calling (715) 839-4914 or email at Jessica.Cather@eauclairewi.gov.
- Logo inclusion on all event-related advertisements/promotions (*including email*)
- Logo inclusion on DECI Web site
- Verbal recognition at event
- Opportunity to present a topic at the event (if applicable)

HELPFUL HEART SPONSOR:

PROVIDE LOCATION AND/OR FOOD FOR EVENT

Number of sponsorships vary. Please call Jessica Cather for availability.

The Beat of the Heart Sponsor must...

- Be able to accommodate at least 50 people
- Provide its venue for the duration of the event, including set-up and clean-up (5-7:30 p.m.)
- Provide hors d'oeuvres & cocktail snacks **OR** cover the cost of a catering company
 - Examples: Meat & Cheese Tray, Fruit & Veggie Tray, Roll-ups, Crackers, etc.
- Provide a cash bar (if applicable)

Benefits:

- Space available at event for signage (*signage must be provided to DECI*)
- Logo inclusion on all event-related advertisements/promotions (*including email*)
- Logo inclusion on DECI Web site
- Verbal recognition at event
- Opportunity to speak at event

KIND HEART SPONSOR:

PROVIDE DOOR PRIZE (\$25 VALUE MINIMUM)

Number of sponsorships vary.

Benefit:

- Verbal recognition at event

How does your Sponsorship contribute to Heart of Eau Claire?

By sponsoring the *Heart of Eau Claire* networking and workshop series, you in turn are contributing to downtown, the heartbeat of the City and helping the beat stay strong and steady.



DECI PRESENTS

Heart of Eau Claire

Downtown Eau Claire

Sponsorship Agreement

Sponsorship opportunities are limited! Secure your spot today!

Heart of Eau Claire Series 2009-10

Part 1: How to Capitalize on Downtown Events.

Wednesday, June 17, 2009
6-7 p.m. (doors open @ 5:30 p.m.)
State Theatre Lobby

Part 2: How to Market Your Small Business.

Wednesday, September 16, 2009
6-7 p.m. (doors open @ 5:30 p.m.)
Location TBA

Part 3: Making the Best of 2010 in Downtown.

Wednesday, December 16, 2009
6-7 p.m. (doors open @ 5:30 p.m.)
Location TBA

Part 4: Topic TBA

Wednesday, March 17, 2010
6-7 p.m. (doors open @ 5:30 p.m.)
Location TBA

Please Choose One or More:

- Generous Heart Sponsor
- Helpful Heart Sponsor
- Kind Heart Sponsor

- Generous Heart Sponsor
- Helpful Heart Sponsor
- Kind Heart Sponsor

- Generous Heart Sponsor
- Helpful Heart Sponsor
- Kind Heart Sponsor

- Generous Heart Sponsor
- Helpful Heart Sponsor
- Kind Heart Sponsor

As a sponsor of Heart of Eau Claire, I hereby agree to hold harmless and indemnify Downtown Eau Claire, Incorporated, the City of Eau Claire and both of their officers, agents, representatives and employees from and against any and all types of claims, demands, losses, liability, actions, or expenses arising of any kind whatsoever which are connected with or out of the applied-for activity. I also agree to defend Downtown Eau Claire, Incorporated, the City of Eau Claire and both of their officers, agents, representatives and employees against claims or actions by attendees. I also agree to comply with any and all city, county and state codes governing participation in the festival. I further testify that I am authorized by stated organization to give signature to this agreement. I also understand that this sponsorship is non-tax deductible, although can be considered a business expense.

Sponsor:

Name (Please Print)

Signature

Date

Downtown Eau Claire, Inc.:

Name (Please Print)

Signature

Date

