2018 SPONSORSHIP GUIDE
We’re thrilled to present to you this year’s lineup of signature events in downtown Henderson! From community staples, like the Independence Bank 4th of July Celebration, to new events that are quickly becoming traditions, like our Downtown Wind Down, we’re positive that you’ll find an event or program that speaks to your vision for downtown Henderson.

Since 1986, our staff, board, and community volunteers have been hard at work to carry out our mission: to promote, improve and preserve the unique character and economic vitality of downtown Henderson. As a sponsor of a Downtown Henderson Partnership event or program, your business will gain relevant exposure to business leaders and community members who appreciate those who are investing in downtown Henderson. What’s more, you’ll play a key role in improving the sense of community and quality of life that our many events bring to downtown Henderson each year.

It’s our honor to partner with your business as we work to make downtown Henderson a better place to live, work, and play. How will you make downtown Henderson your own?

The Downtown Henderson Partnership is a 501c(3) organization and all donations are tax deductible.
DOWNTOWN HENDERSON PARTNERSHIP

2018 EVENTS

VALENTINE’S DAY CHOCOLATE WALK
FEBRUARY 13-15, 2018

24TH ANNUAL AWARDS BREAKFAST
MARCH 22, 2018

ST. PATRICK’S DAY BASH
MARCH 16, 2018

INDEPENDENCE BANK 4TH OF JULY CELEBRATION
JULY 4, 2018

DOWNTOWN WIND DOWN
EVERY THURSDAY JUNE + JULY
(EXCEPT JUNE 14 & JULY 5)

DIAMOND LANE CINEMA 100 YEARS
OF FILM & FASHION
OCTOBER 19-20, 2018

SUMMER SALE DAYS
JULY 26-27, 2018

BREAKFAST IN THE PARK
AUGUST 11, 2018

DINNER ON THE RIVER
SEPTEMBER 22, 2018

INDEPENDENCE BANK 4TH OF JULY CELEBRATION
JULY 4, 2018

DOWNTOWN TRICK-OR-TREAT
OCTOBER 31, 2018

HOLIDAY OPEN HOUSES
NOVEMBER 9-10, 2018

BLACK FRIDAY
NOVEMBER 23, 2018

ART HOP
NOVEMBER 2-3, 2018

SMALL BUSINESS SATURDAY
NOVEMBER 24, 2018

DOWNTOWN WIND DOWN
EVERY THURSDAY JUNE + JULY
(EXCEPT JUNE 14 & JULY 5)

HOLIDAY OPEN HOUSES
NOVEMBER 9-10, 2018

DOWNTOWN TRICK-OR-TREAT
OCTOBER 31, 2018

BLACK FRIDAY
NOVEMBER 23, 2018
2018 EVENT GUIDE

VALENTINE’S DAY CHOCOLATE WALK
FEBRUARY 13, 14 & 15, 2018
Locals and visitors alike enjoy shopping with our downtown Henderson merchants while sampling a unique chocolate creation at each store.

Presenting Sponsor
Gold Sponsor

LUCKY IN KENTUCKY ST. PATRICK’S DAY BASH
MARCH 16, 2018
Grab your dancing shoes and put on your most creative green attire and come celebrate luck, life and laughter!

Presenting Sponsor
• 4 tickets for the event
• business branding on photo booth or frame
• company logo included in event promotion
• business spotlight to be included in newsletter and social media

Gold Sponsor
• Recognition as sponsor through social media and newsletter

24TH ANNUAL AWARDS BREAKFAST
MARCH 22, 2018
Our Annual Awards Breakfast is an opportunity to celebrate the success of our downtown merchants and honor those who support the mission of the Downtown Henderson Partnership. A sponsorship at this event offers a business an opportunity for significant exposure with a captive audience at this business-driven breakfast.

Presenting Sponsor
• One table of eight at the event
• Two seats at head table
• Premium exposure on event-related communications
• Company logo recognized on table signage
• Company logo included in program
• Opportunity to introduce keynote speaker and present awards to recipients
• Opportunity to include promotional items on tables
• Recognition as presenting sponsor throughout event

Gold Sponsor
• One table of eight at the event
• Company logo recognized on table signage
• Company logo included in program
• Opportunity to include promotional items on tables
• Recognition as gold sponsor throughout event

Corporate Sponsor
• One table of eight at the event
• Company logo recognized on table signage
• Company name listed in program
• Recognition as corporate sponsor throughout event
MOTHER’S DAY BRUNCH IN THE PARK
MAY 13, 2018
The first Mother’s Day Celebration took place in Henderson, Kentucky in 1887 and was originated by Hendersonian Mary Towles Sasseen. Come be a part of Henderson history and treat mom to a special day outdoors at Audubon Mill Park with a Mother’s Day Brunch in the Park.

Presenting Sponsor
- One table of 8 at the event
- No competitors will be solicited/ category exclusive
- Listed as title sponsor for the event
- Promotion on WSON Radio “Speak-up” Program
- The Gleaner newspaper coverage
- Write-up in DHP E-Newsletter
- Included in all press releases
- Color posters distributed with your logo
- Promotion through DHP’s website, Facebook, Twitter, and Instagram
- Name listed under title sponsors in all promotion materials
- Premium exposure on event-related communications
- Recognition as presenting sponsor throughout the event

Gold Sponsor
- 4 tickets for the event
- Promotion on WSON Radio “Speak-Up” Program
- The Gleaner newspaper coverage
- Write-up in DHP E-Newsletter
- Included in all press releases
- Color posters distributed with your logo
- Promotion through DHP’s website, Facebook and Twitter
- Name listed under title sponsors in all promotional materials
- Exposure on event related communication
- Recognition as gold sponsor throughout the event

DOWNTOWN WIND DOWN
EACH THURSDAY EVENING IN JUNE & JULY
Bring your shopping bag and enjoy sweet summertime with fresh produce from local farmers and goods from local artisans. Live music, family-friendly activities, and local shopping make the Downtown Wind Down can’t-miss addition to your summer line-up.

Presenting Series Sponsor
- Listed as title sponsor of the event
- No competitors will be solicited/ category exclusive for presenting sponsor
- The Gleaner newspaper coverage
- Promotion on radio stations including but not limited to WSON and Townsquare Media
- Write-up in DHP E-Newsletter
- Included in all press releases
- Presence at the event, including table space
- Opportunity to introduce band from stage
- Premium exposure on event-related communications
- Company logo included on reusable shopping bag
- Opportunity to include promotional items in reusable shopping bag

Event Sponsor
- Exposure on event-related communications
- Opportunity to include promotional items in reusable shopping bag
- Recognition on DHP’s website, Facebook, Twitter, and Instagram
4TH OF JULY CELEBRATION
JULY 4, 2018
More than 5,000 attendees gather for live music, food, family-friendly activities, and fireworks over the river for this highly anticipated event.

Presenting Sponsor
- Promotion with media sponsors Eyewitness News local WEHT WTVW, Tristate Homepage.com, and Townsquare Media
- Promotion on WSON Radio “Speak-Up” Program
- The Cleaner newspaper coverage
- Included in Henderson Business Magazine article
- Included in all event related communication, including posters, social media, e-news, and press releases
- Banners with sponsor name displayed at the Independence Bank 4th of July Celebration
- Opportunity for a tent or table at the 4th of July Celebration promoting services/products of your company
- No competitors will be solicited

Platinum Sponsor
- Promotion with media sponsors Eyewitness News local WEHT WTVW, Tristate Homepage.com, Townsquare Media
- Promotion on WSON Radio “Speak-Up” Program
- The Cleaner newspaper coverage
- Included in Henderson Business Magazine article
- Included in all event related communication, including posters, social media, e-news, and press releases
- Banners with sponsor name displayed at the Independence Bank 4th of July Celebration
- Opportunity for a tent or table at the 4th of July Celebration promoting services/products of your company

Gold Sponsor
- Promotion with media sponsors Eyewitness News local WEHT WTVW, Tristate Homepage.com, Townsquare Media
- Promotion on WSON Radio “Speak-Up” Program
- The Cleaner newspaper coverage
- Included in Henderson Business Magazine article
- Included in all event related communication, including posters, social media, e-news, and press releases
- Banners with sponsor name displayed at the Independence Bank 4th of July Celebration
- Opportunity for a tent or table at the 4th of July Celebration promoting services/products of your company

Silver Sponsor
- Promotion with media sponsors Eyewitness News local WEHT WTVW, Tristate Homepage.com, Townsquare Media
- Promotion on WSON Radio “Speak-Up” Program
- Included in Henderson Business Magazine article
- Banners with sponsor name displayed at the Independence Bank 4th of July Celebration

Bronze Sponsor
- Promotion with media sponsors Eyewitness News local WEHT WTVW, Tristate Homepage.com, Townsquare Media
- Promotion on WSON Radio “Speak-Up” Program
DINNER ON THE RIVER
SEPTEMBER 22, 2018
At our signature summer social, more than 300 individuals representing civic clubs, companies, families, and friends enjoy live music, a cash bar, and a customized dinner of their choice provided by local restaurants.

Presenting Sponsor
- One table of eight
- Listed as title sponsor of the event
- Promotion on WSON Radio “Speak-Up” Program
- The Gleaner newspaper coverage
- Write-up in DHP E-Newsletter
- Included in all press releases
- Color posters distributed with your logo
- Banners with sponsor name displayed at the event on the stage
- Promotion through DHP’s website, Facebook and Twitter
- Opportunity for a tent or table at the event promoting services/products of your company
- Name listed under title sponsors in all promotional materials

Gold Sponsor
- One table of eight
- Promotion on WSON Radio “Speak-Up” Program
- The Gleaner newspaper coverage
- Write-up in DHP E-Newsletter
- Included in all press releases
- Color posters distributed with your logo
- Banners with sponsor name displayed at the event on the stage
- Promotion through DHP’s website, Facebook and Twitter
- Opportunity for a tent or table at the event promoting services/products of your company
- Name listed under title sponsors in all promotional materials

Table of Six: $100
Table of Eight: $150
Table of Eight (decorated): $250
Individual tickets: $25

FALL HARVEST FESTIVAL
OCTOBER 20, 2018
The Fall Harvest Festival is packed with fun, seasonal activities for the whole family to enjoy! Try your hand at carving pumpkins, making apple cider and caramel apples, creating kites and more. Enjoy inflatable games, fun contests, a Chili Cook-off, not to mention local vendors and artisans in our beautiful Audubon Mill Park.

Presenting Sponsor
- Company name included in event series title
- Premium exposure on event-related communications
- Presence at event, including table space
- Business spotlight in DHP’s Newsletter
- Recognition on DHP’s Facebook, Twitter and Instagram pages

Event Sponsor
- Included in all event related communication, including posters, social media e-news and press releases
- Recognition on DHP’s Facebook, Twitter and Instagram pages
10TH ANNUAL ART HOP
NOVEMBER 2-3, 2018

Join us for the 10th Annual Anniversary of Art Hop! This year the Art Hop will be expanding to two days with more artists, more galleries and even more fun! Businesses transform into pop-up art galleries for the evening as local artists feature their work. Window shoppers and serious collectors alike enjoy perusing local stores-turned-galleries and socializing with friends.

Presenting Sponsor
• Company name included in event title
• Promotion with media sponsors Eyewitness News local WEHT WTVW, Tristate Homepage.com, Townsquare Media
• Promotion on WSON Radio “Speak-Up” Program
• The Gleaner newspaper coverage
• Included in all event related communication, including posters, social media, e-news, and press releases
• Banners and guides with sponsor name displayed at the 10th Annual Art Hop
• No competitors will be solicited

Gold Sponsor
• Promotion with media sponsors Eyewitness News local WEHT WTVW, Tristate Homepage.com, Townsquare Media
• Promotion on WSON Radio “Speak-Up” Program
• The Gleaner newspaper coverage
• Included in all event related communication, including posters, social media, e-news, and press releases
• Banners and guides with sponsor name displayed at the 10th Annual Art Hop

Silver Sponsor
• Promotion with media sponsors Eyewitness News local WEHT WTVW, Tristate Homepage.com, Townsquare Media
• Promotion on WSON Radio “Speak-Up” Program
• Banners and Art Hop guide with sponsor name displayed at the 10th Annual Art Hop