2027 Wake Forest Downtown Sponsorship Opportunities

Wake Forest Downtown, Inc. (WFD) is a non-profit*, with a volunteer Board of Directors who are dedicated to strengthening community connections, championing local businesses, preserving downtown Wake Forest's charm, and fostering a vibrant future. WFD presents three key annual events to help showcase our wonderful downtown and all that there is to offer for both residents and visitors alike. WFD also provides marketing and support to our Downtown through targeted merchant events, promotions and Downtown Dollar giveaways.

Wake Forest Downtown is offering annual sponsorship opportunities for 2027. Please note that applications and payment must be received by January 31, 2027.

- **Forest Fest** celebrates the heart and history of our community in partnership with the Town of Wake Forest, Wake Forest Historical Museum, Wake Forest Farmers Market, and more.
- **Spirits of Wake Forest** highlights our haunted history on this walking tour of downtown Wake Forest.
- **Holiday Kickoff with Lighting** will be a new annual event combining our Town's most beloved holiday events! It includes musical and dance performances by local groups, roaming performers, interactive activities. the lighting of the Town's Christmas tree and more.

Annual Sponsorship Opportunities

January 1, 2027 - December 31, 2027

Diamond Sponsor - $10,000 (Limited to 1)

- Sponsor recognition with linked logo on WFD website
- Social media sponsor promotion on Facebook and Instagram quarterly
- Dedicated sponsor highlight video or blog type post on social media (three times a year)
- Sponsor recognition on dedicated event platforms (Facebook events, website, etc.) for key WFD presented events, to include press releases as appropriate
- Sponsor recognition on "Thank You to Our Sponsors" poster at key events
- Sponsor recognition during event announcements
- Option to set up a complimentary booth at Forest Fest (4.17.27) and Holiday Kickoff with Lighting (11.20.27)
    - Premium Placement with Enhanced Event Experience
        - Enjoy premium event placement along with an enhanced sponsorship opportunity designed to increase brand visibility and attendee engagement.
            - This benefit may include promotional giveaways or a customized sponsored event experience.
            - Following sponsor confirmation, event staff will present two curated experience options for the sponsor to select from.
    - Sponsor will provide tent (tables and chairs will be provided by WFD)
    - Additional product promotion, sales, and/or giveaways are allowed
    - Option to provide sponsor remarks at both events
- Opportunity to attend our biannual merchant socials for merchant engagement, networking and sponsor recognition

2027 Wake Forest Downtown Sponsorship Opportunities

- Up to 20 complimentary tickets to a Spirits of Wake Forest tour, redeemable for a single tour on a date and time of your choice from the available tour schedule
- Invitation for up to four individuals to attend annual Property Owners Luncheon
- $1000 in Downtown Dollars given away annually on behalf of your company with acknowledgement
    - This will be done through Downtown marketing promotions and at key events

Platinum Sponsor - $5,000 (Limited to 6 – exclusivity for industry)

- Sponsor recognition with linked logo on WFD website
- Social media sponsor promotion on Facebook and Instagram quarterly
- Dedicated sponsor highlight video or blog type post on social media (twice a year)
- Sponsor recognition on dedicated event platforms (Facebook events, website, etc.) for key WFD presented events, to include press releases as appropriate
- Sponsor recognition on "Thank You to Our Sponsors" poster at key events
- Sponsor recognition during event announcements
- Option to set up a complimentary booth at Forest Fest (4.17.27) and Holiday Kickoff with Lighting (11.20.27)
    - Sponsor will provide tent, table & chairs
    - Additional product promotion, sales, and/or giveaways are allowed
    - Option to provide sponsor remarks at both events
- Opportunity to attend our biannual merchant socials for merchant engagement, networking and sponsor recognition
- Up to 2 complimentary Spirits of Wake Forest tickets to a date and time of your choice
- Invitation for up to two individuals to attend annual Property Owners Luncheon
- $500 in Downtown Dollars given away annually on behalf of your company with acknowledgement
    - This will be done through Downtown marketing promotions and at key events

Gold Sponsor - $2,500 (Limited to 10)

- Sponsor recognition with linked logo on WFD website
- Social media sponsor promotion on Facebook and Instagram quarterly
- Sponsor recognition on "Thank You to Our Sponsors" poster at key events
- Sponsor recognition on dedicated event platforms (Facebook events, website, etc.) for key WFD presented events, to include press releases as appropriate
- Sponsor recognition during event announcements
- Option to set up a complimentary booth at Forest Fest (4.17.27) and Holiday Kickoff with Lighting (11.20.27)
    - Sponsor will provide tent, table & chairs
    - Additional product promotion, sales, and/or giveaways are allowed
- $250 in Downtown Dollars given away annually on behalf of your company with acknowledgement
    - This will be done through Downtown marketing promotions and at key events

Silver Sponsor - $1,000

- Sponsor recognition with linked logo on WFD website

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- Social media sponsor promotion on Facebook and Instagram quarterly
- Sponsor recognition on dedicated event platforms (Facebook events, website, etc.) for key WFD presented events, to include press releases as appropriate
- Sponsor recognition on "Thank You to Our Sponsors" poster at key events
- Sponsor recognition during event announcements

Please visit www.wakeforestdowntown.com to learn more about Wake Forest Downtown, Inc. and to complete your sponsor application. If you have any questions regarding sponsorship opportunities, please contact us at [info@wakeforestdowntown.com.](mailto:info@wakeforestdowntown.com)

*Wake Forest Downtown, Inc. is a non-profit, 501(c)(3), and our tax ID # is 56-1487206. Please note that events are held outside and may have to be delayed or canceled due to inclement weather conditions. No refunds will be given if this occurs.

Wake Forest Downtown, Inc.
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