



Promoted by the **Bel Air Downtown Alliance**

Creating a vibrant business community and visitor friendly destination in Downtown Bel Air, MD since 2001!

2012 Events Calendar Sponsorships

All Event Sponsors are included in any/all print, web, email, and social media marketing campaigns for each event they are associated. This includes use of logo and/or company name, as well as, web links (where applicable).

In addition, each event's sponsorship level includes a gradually increasing presence in the event's marketing campaign that may include, but is not limited to, additional and/or larger ads, use of a larger version of company logo on print/web/email/social media, increased occurrence of social media mentions, inclusion in radio ads, access to events with vendor space, inclusion on multiple banners, and/or tickets to the event (if applicable).

If you are interested in sponsoring two or more events, a customized sponsorship package can be created for your company that includes the elements most important to you.

Please contact Scott T. Walker at swalker@downtownbelair.com to discuss in greater detail.

Halfway to First Fridays – February 3, 2012

- \$250.00 SUPPORTING SPONSOR
- \$500.00 CO-TITLE SPONSOR, Only TWO Available

Chocolate & Candy Festival – March 3, 2012

- \$250.00 SUPPORTING SPONSOR
- \$500.00 CHILDREN'S PLAY AREA SPONSOR
- \$750.00 CHOCOLATE & CANDY SPONSOR
- \$1,500.00 PREMIER SPONSOR, Only TWO Available
- \$2,500.00 TITLE SPONSOR, Only ONE Available

First Fridays – May through October, 2012

- \$750.00 BAND SPONSOR, Only SIX Available
- \$1,200.00 STAGE SPONSOR, Only TWO Available
- \$3,000.00 TITLE SPONSOR, Only ONE Available

Outdoor Movies at Shamrock Park – June through August, 2012

- Includes the two NEW Movie Nights in February and December!
- \$250.00 SUPPORTING SPONSOR
- \$500.00 POPCORN SPONSOR, Only TWO Available
- \$750.00 MOVIE SPONSOR, Only SIX Available
- \$1,200.00 STAGE SPONSOR, Only TWO Available
- \$3,000.00 TITLE SPONSOR, Only ONE Available

MD State BBQ Bash – August 10-11, 2012

- \$1,000.00-\$2,500.00 MAIN STAGE SPONSORS
- \$1,500.00 TAILGATE SPONSOR
- \$1,500.00 LITTLE PIGGIES FUN ZONE SPONSOR
- \$1,500.00 DOWNTOWN BEL AIR AT THE BASH SPONSOR
- \$5,000.00 RADIO SPONSOR, Only TWO Available
- \$10,000.00 RESERVE CHAMPION SPONSOR, Only ONE Available; Category Exclusivity
- \$15,000.00 GRAND CHAMPION SPONSOR, Only ONE Available; Category Exclusivity

Birthday Bash – November 2012

- \$250.00 SUPPORTING SPONSOR
- \$500.00 CO-TITLE SPONSOR, Only TWO Available

Bel Air Christmas Parade & Tree Lighting – December 1, 2012

- \$50.00-\$300.00 SUPPORTING SPONSOR
- \$350.00 BAND SPONSOR, Only SIX Available
- \$1,000.00 TITLE SPONSOR, Only ONE Available