



First Fridays Event Partnership Opportunities

An immersive experience showcasing the best of what downtown South Bend has to offer. Taking place the first Friday of each month year-round, with a different theme each month, First Fridays features live music, dining & retail specials, art receptions, kid-friendly activities, and much more.

Sponsorship Levels	Presenting \$10,000	Visionary \$5,000	Champion \$3,000	Ambassador \$1,000
	\$40,000 Promotional Value	\$15,000 Promotional Value	\$10,000 Promotional Value	\$8,000 Promotional Value
Appearance on Printed Materials				
Posters	✓	✓	✓	✓
Magnets	✓			
Appearance in Online Advertising				
Business featured on Facebook	✓	✓	✓	✓
Press Release	✓	✓	✓	✓
First Fridays Website	✓	✓	✓	✓
Facebook Event Pages	✓	✓		
On-site Presence				
Company banner at event	✓	✓	✓	
Opportunity for booth in high-traffic area	✓	✓	✓	✓
Opportunity to distribute materials	✓	✓	✓	✓
DTSB provides tent, table, and chairs for booth	✓			
Opportunity to address the crowd via microphone at select First Fridays	✓			
Extra Opportunities				
Naming rights: official presenting sponsor of DTSB First Fridays	✓			
Your choice of available naming rights		✓	✓	

First Fridays related posts generated 235,240 reach and 16,271 engagement last year

First Fridays related website pages generated 46,636 page views last year.