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Please consider being a Bowdon Main Street sponsor for the upcoming year!

I recently read the following quote:

Main Streets in my opinion are the welcome mat of any community...They make people feel more welcome and wanted."

~Melody Warnick, [MSN2018 General Session Speaker](#) and Author of 'This Is Where You Belong: Finding Home Wherever You Are.'

That's one of our top goals at Bowdon Main Street; to make those who visit, shop, and just "do life" in our downtown community feel welcome and wanted! None of us can do this alone! As a Main Street community, we must work together to create a downtown area that welcomes visitors and towns folk alike- a place that we are all proud to call home! Let's all work together to make our town the best that it can be!

There are several ways for businesses and individuals to be a member of Bowdon Main Street:

- *Platinum Level Annual Sponsorship*
- *Gold Level Annual Sponsorship*
- *Silver Level Annual Sponsorship*
- *West Georgia Regional Discount Card Membership*
- *Individual Annual Membership*

Please see the attached pages for the advantages of each of these types of membership! And as always, I am here and happy to help in any way that I can!

Platinum Level Annual Sponsorship:

With a \$1,000 Sponsorship to Bowdon Main Street, you will receive:

- ✓ Large logo on our Main Street website June 1, 2018 – May 31, 2019
- ✓ Radio mention in event ads as a sponsor, any major events that we advertise on the radio and/or speak about live on the radio, will mention your name or business as an event sponsor. Events will include: Founders Day Parade 2018, Bowdon by Candlelight 2018, and others for which we purchase radio ads.
- ✓ Promotional Brochure and small item* in Welcome Packets- Bowdon Main Street will begin furnishing Welcome Packets to new businesses and individuals who are new to Bowdon, on June 1st of this year. The packets will go out to those purchasing business licenses and those opening a new water account. Small item refers to something small like an ink pen or flat key chain. Items must easily fit into the packet.
- ✓ Large logo on Sponsor Banner, to be displayed at Main Street Promotions
- ✓ Logo on the following promotional materials: Volunteer t-shirts, promotional shopping bags, event flyers
- ✓ Sponsor mention on Bowdon Main Street's Facebook page
- ✓ Logo on "Bowdon Happenings" E-Blasts, which go out a minimum of 2 times per month
- ✓ 2 Main Street T-Shirts with sponsor logos
- ✓ Business Membership with West Georgia Regional Discount Cards- Includes 4 membership discount cards
- ✓ Window Decal

Gold Level Annual Sponsorship:

With a \$500 Sponsorship Donation to Bowdon Main Street, you will receive:

- ✓ Small logo on our Main Street website June 1, 2018 – May 31, 2019
- ✓ Promotional Brochure in Welcome Packets- Bowdon Main Street will begin furnishing Welcome Packets to businesses and individuals who are new to Bowdon, June 1st of this year. The packets will go out to those purchasing business licenses and those opening a new water account. Brochure must lay flat in package, and be no larger than a letter size sheet of paper.
- ✓ Small logo on Sponsor Banner, to be displayed at Main Street Promotions
- ✓ Small logo on the following promotional materials: volunteer t-shirts, promotional shopping bags
- ✓ Sponsor mention on Bowdon Main Street's Facebook page
- ✓ 1 Main Street T-Shirt with sponsor logos
- ✓ Business Membership with West Georgia Regional Discount Cards- Includes 3 membership discount cards
- ✓ Window Decal

Silver Level Annual Sponsorship:

With a \$300 Sponsorship Donation to Bowdon Main Street, you will receive:

- ✓ Name- text only- on our Main Street website June 1, 2018 – May 31, 2019
- ✓ Business Card in Welcome Packets- Bowdon Main Street will begin furnishing Welcome Packets to businesses and individuals who are new to Bowdon, June 1st of this year. The packets will go out to those purchasing business licenses and those opening a new water account.
- ✓ Sponsor Name- text only- on Sponsor Banner, to be displayed at Main Street Promotions
- ✓ Sponsor Name- text only- on the following promotional materials: volunteer t-shirts, promotional shopping bags
- ✓ Sponsor mention on Bowdon Main Street's Facebook page
- ✓ Business Membership with West Georgia Regional Discount Cards- Includes 2 membership discount cards
- ✓ Window Decal

West Georgia Regional Discount Card Membership (Businesses Only):

Cost to participate in the discount program is \$100 per business. This membership includes:

- ✓ Window Decal
- ✓ 1 Membership Card
- ✓ Business Listing and link under “Members Corner” section of E-blast.

Individual Membership:

Individuals may participate in any of the above levels, except the West Georgia Regional Discount Card Membership level. Benefits will be the same, with the exception of a logo- individual names will be published, rather than a logo.

Be a Bowdon Bucks Participating Merchant:

Beginning July 1, Downtown Merchants will have the opportunity to participate in our Bowdon Bucks program. Bowdon Bucks can be purchased from Bowdon Main Street, and then can be spent at any Bowdon Bucks participating merchant. When a merchant accepts the “bucks,” they will then turn them back into Bowdon Main Street for reimbursement, at a dollar for dollar rate. For example, a participating merchant might accept fifty dollars in Bowdon Bucks from someone who received them as a gift. The merchant then will turn the bucks back into Main Street, and will be reimbursed the fifty dollars. We believe this will encourage folks to do more of their shopping in Downtown Bowdon! This

program is somewhat modeled after Carrollton's Downtown Dollars program, which has been highly successful for a number of years!

In addition to the benefits of one of the levels of sponsorship outlined above, why be a member of Main Street?

- ✓ *At Bowdon Main Street, our vision is: to create a thriving and inviting community for families, visitors, schools, and businesses.*

The more we work together, the closer we get to this vision. We hope it's not just the vision of the Main Street Board and Staff, but yours, as well!

- ✓ *Engaging in our community sets a standard for the children in our community.*

If we don't set the standard for our children, and how they interact within their community, then who will?

- ✓ Participate in developing the future of Bowdon.

Each individual and business will contribute to the future of Bowdon and the type of community that it will become. Change is inevitable, but we have an opportunity to help mold the changes so Bowdon will be the community in which we all desire to live and work.



Please fill in the following information and return in the enclosed envelope, along with your check for sponsorship. Thank you!

Name: _____

Business: _____

Name as you wish it to appear in ads and sponsorship recognition: _____

_____ Street

Address: _____

Mailing Address: _____

Business Phone: _____

Contact Person: _____

Contact's Email: _____

Contact's Cell Phone: _____

Sponsorship Level: Platinum Gold Silver

Regional Discount Card Member Only

Bowdon Bucks Participant Only