



2026 SPONSORSHIP OPPORTUNITIES



**PARTNER WITH US IN 2026 TO GROW
DOWNTOWN SEYMOUR**

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SPONSORSHIP PACKAGES

\$8,500

PRESENTING SPONSOR

- ✓ Bourbon Pour - Small Batch \$500
- ✓ City Jam - Headliner \$5,000
- ✓ Ghouls & Goblets - Ghoul Guide \$1,000
- ✓ Christmas on Chestnut - Santa Claus \$1,000
- ✓ Jingle all the 5K - Nice List \$1,000

Downtown Trick or Treat and Downtown Shop
Around Sponsorship Included -\$2,000

TOTAL VALUE = \$10,500

\$7,000

COMMUNITY CHAMPION

- ✓ Bourbon Pour - Small Batch \$500
- ✓ City Jam - Headliner \$5,000
- ✓ Ghouls & Goblets - Ghoul Guide \$1,000
- ✓ Christmas on Chestnut - Mrs. Claus \$500
- ✓ Jingle all the 5K - Santa's Helper \$500

Downtown Trick or Treat and Downtown Shop
Around Sponsorship Included -\$1,000

TOTAL VALUE = \$8,500

\$3,000

DOWNTOWN PARTNER

- ✓ Bourbon Pour - Small Batch \$500
- ✓ City Jam - Encore \$1000
- ✓ Ghouls & Goblets - Ghoul Guide \$1000
- ✓ Christmas on Chestnut - Rudolph \$250
- ✓ Jingle all the 5K - Santa's Helper \$500

Downtown Shop Around Sponsorship
Included - \$500

TOTAL VALUE = \$3,750

\$1,500

FRIEND OF MAIN STREET

- ✓ Bourbon Pour - Small Batch \$500
- ✓ City Jam - Opening Act \$500
- ✓ Ghouls & Goblets - Spooky Sipper \$500
- ✓ Christmas on Chestnut - Elf \$100
- ✓ Jingle all the 5K - Rudolph Racer's \$300

TOTAL VALUE = \$1,900

THE BOURBON POUR

APRIL 11TH, 2026

The Bourbon Pour is a tasting event held at the Knights of Columbus which includes premium blind pours and an allocated pour during the tasting. We will have an Executive Bourbon Steward explaining the various aromas and tastes of each bourbon.

\$2,000

TITLE SPONSOR

- ✓ Exclusive Distillery event
- ✓ Logo on event materials and graphics
- ✓ Social media advertising
- ✓ 16 tickets upgraded to the VIP sponsor booth

\$1,250

POUR SPONSOR

- ✓ Logo on description sheet
- ✓ Social media advertising
- ✓ Silent auction sponsor
- ✓ 8 tickets upgraded to the VIP sponsor booth

\$500

SMALL BATCH

- ✓ Logo on event materials and graphics
- ✓ Social media advertising
- ✓ Promotional items at event
- ✓ 2 General Admission tickets

CITY JAM

City Jam is Seymour’s premier summer concert series— a free, family-friendly event held at Crossroads Community Park. Each concert features live music from talented regional artists, along with a variety of local food and beverage trucks creating a vibrant, festival atmosphere in the heart of downtown.



THIRD THURSDAY MAY-SEPTEMBER

\$5,000

HEADLINER

- ✓ Logo on stage banner
- ✓ Booth space at each concert
- ✓ Radio and social media mentions
- ✓ Recognition at each concert

\$1,000

ENCORE

- ✓ Logo on stage banner
- ✓ Radio and social media mentions
- ✓ Recognition at each concert
- ✓ Booth space at one event

\$500

OPENING ACT

- ✓ Radio and social media advertisement

GHOULS & GOBLETS

Our annual Ghouls & Goblets sip and stroll is a downtown favorite that combines spooky stories and tastings of regional wines and local brews. Guests enjoy an evening of eerie fun as they stroll through downtown, sampling beverages and soaking up the Halloween atmosphere.



OCTOBER 9TH, 2026

\$2,500

WITCH'S BREW

- ✓ Logo on Goblet distributed to all participants
- ✓ Logo on event posters and social media
- ✓ Logo on Map and Signage at event
- ✓ 8 complimentary tickets to event
- ✓ Option to host a Tasting stop or Promotional Booth at event

\$1,000

GHOUL GUIDE

- ✓ Logo on Story location stops
- ✓ Logo on event posters and social media
- ✓ Option to incorporate business into spooky story
- ✓ 4 complimentary tickets to event

\$500

SPOOKY SIPPER

- ✓ Recognition on social media and event posters
- ✓ 2 complimentary tickets to event

DOWNTOWN TRICK OR TREAT

Downtown Trick or Treat brings thousands of families downtown for family-friendly Halloween fun. Children in costumes fill the sidewalks as local businesses hand out candy and showcase their storefronts, creating one of the most vibrant and well-attended events of the year. Sponsorship of Downtown Trick or Treat offers unmatched visibility and community impact—putting your business in front of the largest crowd of the year while supporting a beloved tradition that brings families together and drives visitors into downtown.



OCTOBER 26TH, 2026

\$2,500

KING SIZE

- ✓ Main logo on front of 1,000 event bag as Title sponsor
- ✓ Downtown Trick or Treat banner advertisement
- ✓ Recognition on social media advertisement
- ✓ Logo on map and signage during event
- ✓ Booth Space

\$1,000

CANDY CORN

- ✓ Logo on back of 1,000 event bags
- ✓ Listed on Downtown Trick or Treat banner
- ✓ Recognition on social media advertisement
- ✓ Logo on map and signage during event
- ✓ Booth Space

CHRISTMAS ON CHESTNUT

DECEMBER 12TH, 2026

Christmas on Chestnut brings the magic of the holidays to life for local families. Each child receives a festive stocking to fill with holiday treats, crafts, and surprises, and enjoys a special visit from Santa himself.



\$1,000

SANTA CLAUS

- ✓ Prominent logo placement on event marketing materials
- ✓ Company recognition on social media and radio advertisement
- ✓ Company recognition in newspaper advertisement
- ✓ Table at the Christmas on Chestnut event

\$500

MRS. CLAUS

- ✓ Prominent logo placement on event marketing materials
- ✓ Company recognition on social media and radio advertisement
- ✓ Company recognition in newspaper advertisement

\$250

RUDOLPH

- ✓ Company recognition on social media and radio advertisement
- ✓ Company recognition in newspaper advertisement

\$100

ELF

- ✓ Company recognition on social media

JINGLE ALL THE 5K

DECEMBER 19TH, 2026

Get in the holiday spirit with Jingle All The 5K, a festive Christmas-themed race that winds through the heart of downtown just before the holidays.



\$1,000

THE NICE LIST

- ✓ 6 race entries
- ✓ Business logo and name on banner
- ✓ Vendor tent set up at event
- ✓ Social media and radio advertisement

\$500

SANTA'S HELPER

- ✓ 4 race entries
- ✓ Business logo and name on banner
- ✓ Social media and radio advertisement

\$300

RUDOLPH'S RACERS

- ✓ 2 race entries
- ✓ Business logo and name on banner
- ✓ Social media and radio advertisement