



Sponsorship Packages

Our Mission Statement

A community-wide effort to promote downtown Ocala through events, culture, and economic development.

Our Vision Statement

Create a thriving, unique, and livable downtown that enriches the community, embraces history, celebrates the arts, and promotes quality events to instill a sense of place in our community.

What is Ocala Main Street?

Ocala Main Street (OMS) is our community's program for improving and maintaining the heart of our community. OMS is more than a merchant's or business association - it is a volunteer driven, nonprofit organization working to revitalize downtown Ocala. Officially designated as one of the first five Main Street communities in Florida in 1985, OMS employs the National Main Street 4-Point Approach to downtown revitalization.

What is the 4-Point Approach?

The 4-Point Approach is a cumulative and incremental strategy that focuses on four key areas of revitalization: Design, Promotion, Economic Development and Organization. According the downtown revitalization experts, a successful program must focus equally in each one of these program areas - working on one or two is not enough. This 4-Point approach is being followed in over 1,700 Main Street communities across the country, and the results have been tremendous.

Organization

- Raising money for projects and administration, such as donations, sponsorships and grants
- Managing staff and volunteers by recruiting, directing and rewarding good work
- Managing finances by developing good accounting procedures

Promotion

- Creating a new image through campaigns, retail promotions and special events to draw the community/tourism to downtown
- Messaging, promoting and communicating the businesses, arts and people that make our downtown a destination location
- Understanding the changing market, both potential shoppers and "competition"



Sponsorship Package Form

Design

- Educating about good design and enhancing the image of the entire district
- Providing good design advice, encourage quality improvements to private properties and public spaces
- Planning the development, guiding future growth and shaping regulations and incentives

Economic Development

- Strengthen existing business and recruit new ones
- Develop financial incentives and capital for building rehabilitations and business development
- Identifying opportunities for market growth and utilizing proven models for business attraction

How is the program funded?

The National Main Street program recommends a funding mix that includes municipal support, event income, and corporate, business, and community donors. OMS currently receives funding and support from the Ocala/Marion Chamber & Economic Partnership, the City of Ocala, and individual board members and businesses. The most successful Main Street programs are those that receive support - both financial and volunteer - from a broad base of community stakeholders.

Thank you for your interest in OMS and the future vitality of downtown Ocala as it becomes a stronger core of this beautiful town. Ready to get involved? Please consider one of our sponsorship packages and/or volunteer some of your time!

Sincerely,

Ocala Main Street



Sponsorship Package Form

Fort King Sponsor Package \$10,000:

- Annual report recognition
- 8 welcome packets
- Early monthly “In the Know” email
- Enhanced listing (logo) on FDTO.com
- Sponsorship for all OMS activities and events, including “Top Tier Sponsor” benefits
- 1 month home page ad on FDTO.com
- Advertorial write up on FDTO.com and in monthly email
- 3 separate 1 month long slider banners
- Logo on monthly external email
- 8 tickets to a community event
- Framed certificate as OMS Investor
- Industry exclusivity at this level

Broadway Sponsor Package \$5,000:

- Annual report recognition
- 4 welcome packets
- Early monthly “In the Know” email
- Enhanced listing (logo) on FDTO.com
- “Top Tier Sponsor” benefits at 2 OMS events with recognition in marketing and VIP status
- 1 month home page ad on FDTO.com
- Advertorial write up on FDTO.com and in monthly email
- 3 separate 1 month long slider banners
- Logo on monthly email
- 4 tickets to a community event
- Framed certificate as OMS Investor

Magnolia Sponsor Package \$2,500:

- Annual report recognition
- 4 welcome packets
- Early monthly “In the Know” email
- Enhanced listing (logo) on FDTO.com
- “Top Tier Sponsor” benefits at 1 OMS event with recognition in marketing and VIP status
- 1 month home page ad on FDTO.com
- Advertorial write up on FDTO.com and in monthly email
- 3 separate 1 month long slider banners
- Logo on monthly email

Tuscawilla Sponsor Package \$1,000:

- Annual report recognition
- 4 welcome packets
- Early monthly “In the Know” email
- Enhanced listing (logo) on FDTO.com
- Table tents at OMS events
- 1 month home page ad on FDTO.com
- Advertorial write up on FDTO.com
- 3 separate 1 month long slider banners
- Logo on monthly external email

Watula Sponsor Package \$500:

- Annual report recognition
- 2 welcome packets
- Early monthly “In the Know” email
- Enhanced listing (logo) on FDTO.com
- Table tents at OMS events
- Month long home page ad on FDTO.com
- Advertorial write up on FDTO.com

Downtown Investor \$250:

- Annual report recognition
- 1 welcome packet
- Early monthly “In the Know” email
- Enhanced listing (logo) on FDTO.com
- Table tents at OMS events

Downtown Supporter \$100:

- Annual report recognition
- 1 welcome packet
- Early monthly “In the Know” email
- Basic business listing on FDTO.com

** 1 welcome packet contains: window sticker, local business giftcard, local business swag items and your guide to local emergency contacts and city officials.*

** Tickets to community events may vary based on availability.*



Sponsorship Package Form

Contact Name: _____

City/State/ZIP: _____

Contact Title: _____

Phone: _____

Company Name: _____

Email: _____

Street Address: _____

Website: _____

Sponsorship Package (check one):

Fort King Sponsor Package \$10,000 **Broadway Sponsor Package \$5,000**

Magnolia Sponsor Package \$2,500 **Tusawilla Sponsor Package \$1,000**

Watula Sponsor Package \$500 **Downtown Investor \$250** **Downtown Supporter \$100**

Method of Payment (check one):

Cash

Check

Credit Card

If Credit Card: Name on Card : _____

Card Number: _____

Card Type: _____

Billing Zip Code: _____

CVC Number: _____

I authorize Ocala Main Street to charge \$_____ (amount) to the credit card provided herein. I agree to pay for this purchase according to the cardholder agreement.

Signature (for credit card use): _____

Date: _____

* Please make checks payable to: Ocala Main Street

Ocala Main Street is a 501(c)3 tax exempt organization so your contribution is deductible to the fullest extent allowed by law. Please see your tax consultant for details.

For Office Use:

OMS Contact Representative: _____

Payment Received

Payment Processed

Logo Received

Additional Comments:

