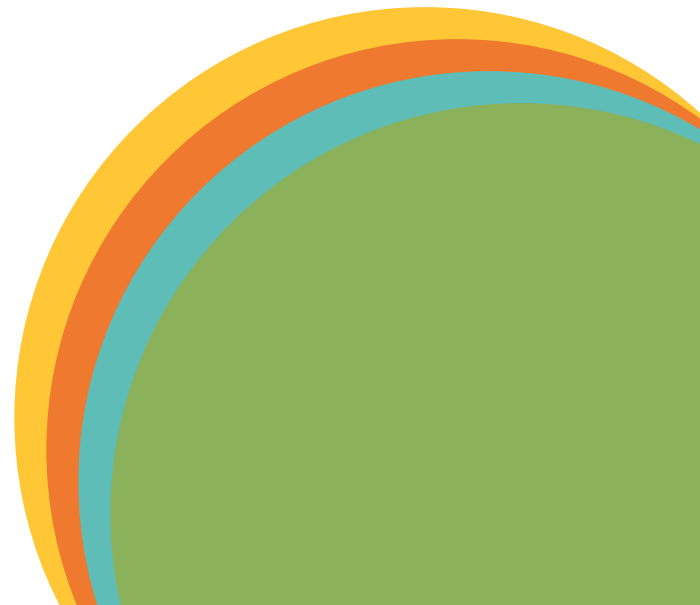




Beverly Main Streets

**FY2025  
PARTNERSHIP  
PROGRAM**

248 Cabot Street, Beverly MA  
501(c)(3) | EIN 56-2306350  
[www.bevmain.org](http://www.bevmain.org)



# About Us



## We're on a mission!

Beverly Main Streets is a 501(c)(3) nonprofit organization started in 2002 by a group of Beverly residents and entrepreneurs. Now, more than 20 years later, downtown Beverly has become a lively center for the arts and local economy, with a thriving Arts District, renowned restaurants, unique retail businesses and innovative design & creative industries. Beverly Main Streets continues to promote and enhance downtown Beverly's economic vitality, culture, and historic resources.



# PACKAGES

There are a variety of ways to elevate your business and make a difference in the community.

Opportunities include:

- Banner Program
- Small Business Opportunities
- Social Media Advertisements
- Sponsorships

Ready to sign up or have more questions? Send us an email at [info@bevmain.org](mailto:info@bevmain.org)

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## WHO WILL YOU REACH?

- 6,000+ Event Attendees
- 9,000 Facebook followers
- 4,000+ Instagram followers
- 6,000+ Newsletter Subscribers

# FY25 EVENTS



## TRICK OR TREAT

*Thursday, October 24, 2024*

This event is a collaboration with the City of Beverly, and provides a fun night downtown for little ones and their families. Look for the orange flyer in windows of participating businesses, and stop in to say hi and receive a treat.

- **1,000+ Attendees**
- **All age event**
- **Held in the heart of downtown Beverly**
- **Free and open to the public**

## WINTER MARKET

*Friday, December 12th &  
Saturday, December 13th,  
2024*

Indoor/outdoor shopping market and festival highlighting the best holiday shopping Beverly has to offer - featuring local shops and artists, as well as music & performances, hot beverages and a visit from Santa!

- **1,000+ Attendees**
- **Family friendly event**
- **Held on Cabot and Rantoul Street**
- **Free for all attendees to enjoy**

## ARTS FEST BEVERLY

*Saturday, June 14th, 2025*

Free outdoor festival in downtown Beverly hosting over 150 fine artists and makers, as well as live music, performances, family activities, and a curated selection of local food and beverage vendors.

- **5,000+ Attendees**
- **All day, all age event**
- **Held in the heart of downtown Beverly**
- **Free and open to the public**

## BLOCK PARTY BEVERLY

*Saturday, July 26th, 2025*

Block Parties are high energy street festivals offering multiple stages of live music & entertainment, games & activities, local vendors and more! *Note our End of Summer Party is included in FY26 opportunities.*

- **3,000+ Attendees**
- **outdoor, adult event**
- **Held in the heart of downtown Beverly**
- **Free with suggested donation**

*\*All events are rain or shine.*



# BANNER PROGRAM



## BANNER SPONSOR

Each year, Beverly Main Streets works with local artists to create a light pole banner design to brighten up the downtown. Local businesses and organizations are able to sponsor a banner and enjoy a year of promotion, with their company name hung prominently on our main streets for an entire year!

**2025 Sponsor Deadline: January 12th, 2025**

*Banners will be hung March-April 2025*

**\$365**

**A DOLLAR A DAY  
FOR YEAR ROUND  
EXPOSURE!**

# SMALL BUSINESS



## EVENT VENDOR

- Vendor fees for FY25 per event are:
  - \$200 for retail and service vendor
  - \$250 for food vendor
  - \$100 Winter Market vendors (all vendor types)

**VARIES**

## ADVOCATE

**All benefits listed above PLUS:**

- Company name & link on our website
- Name & link on all event pages
- Recognition in all event recap newsletters

**\$1,000**

## COMMUNITY

**All benefits listed above PLUS:**

- Vendor table spot at Arts Fest and End of Summer Party

**\$2,500**

## PRESENTING

**All benefits listed above PLUS:**

- Vendor table spot at Arts Fest, Cabot Street Block Party, Trick or Treat, and Winter Market
- Logo on front of street banner

**\$5,000**

*The small business program is designed for independent businesses. If your business is part of a larger network please review our Sponsorship levels. Don't see a level that fits? Contact us about custom levels and/or installments.*

*Interested in making an in-kind donation? Limited in-kind support available and is recognized at fair market value. Please contact us for more information!*

# SOCIAL MEDIA



## NEWSLETTER AD

- Your company's ad at the bottom of one issue of our weekly newsletter
- Link to your company's website
- Audience of over 6k

**\$150**

## INSTAGRAM AD

- Exclusive reel featuring your store
- Perfect for posting on your own social media
- BMS will share the ad on our Instagram and Facebook stories
- You will own this video and can use it for any purpose

**\$250**

# SPONSORSHIPS



## FRIEND SPONSOR

- Company name & link on our website
- Name & link on all event pages

**\$2,500**

## COMMUNITY SPONSOR

***All benefits listed above PLUS:***

- Tagged in all 2024 event promo
- Recognition in all event recap newsletters

**\$5,000**

## LEADING SPONSOR

***All benefits listed above PLUS:***

- Company logo & link on our website
- Company logo on back of all Cabot St event banners

**\$10,000**

## PREMIER SPONSOR

***All benefits listed above PLUS:***

- Exclusive IG video promotion of your business
- Company logo on front of all Cabot St event banners
- Dedicated space at all major events for tabling

**\$15,000**

## VISIONARY SPONSOR

***All benefits listed above PLUS:***

- Recognition as "Visionary Sponsor" in all weekly newsletters
- Your company name announced as sponsor at all major events

**\$30,000**





# BEVERLY MAIN STREETS SPONSORSHIP FORM

FY25

## SPONSORSHIPS

- |  |   |
|--|---|
| <input type="checkbox"/> Friend Sponsor - \$2,500    | <input type="checkbox"/> Leading Sponsor - \$10,000   |
| <input type="checkbox"/> Community Sponsor - \$5,000 | <input type="checkbox"/> Visionary Sponsor - \$30,000 |
| <input type="checkbox"/> Premier Sponsor - \$15,000  |   |
- 

### SMALL BUSINESS

- Advocate Sponsor - \$1,000
- Community Sponsor - \$2,500
- Presenting Sponsor - \$5,000
- Event Vendor - \$\_\_\_\_\_

### SOCIAL MEDIA

- Newsletter Ad - \$150
- Instagram Ad - \$250

**BANNER - \$365**

Event(s) \_\_\_\_\_  
\_\_\_\_\_

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Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone # \_\_\_\_\_

Email \_\_\_\_\_

This form and checks can be mailed to: **Beverly Main Streets, 248 Cabot St, Beverly MA 01915**  
or email form to: **info@bevmain.org** & complete payment at: **bevmain.org/about/sponsorship**

**THANK YOU FOR YOUR SUPPORT!**

Beverly Main Streets is a 501(c)(3) nonprofit corporation - tax ID #56-2306350  
Your donation is a tax-deductible business expense as allowed by law