

# 2024 Downtown Events

## Marketing Partnership Opportunities

### By Sponsoring a Downtown Everett Association Event, Your Company:

Sets yourself apart from your competition by demonstrating positive corporate citizenship

Can promote your products or services by offering coupons or giveaways

Attains great visibility within the community and builds strong relationships with existing & potential clients

Aligns your business with our sound vision of supporting our local economy, enhancing public spaces, and providing leisure activities for a better quality of life

### Our 2023 Digital Community

Social followers: 6,000+

Social reach: 138,000

Newsletter: 3,000

Website views/month: 8,000

### About Us

We are the Downtown Everett Association, a 501(c)(6) nonprofit organization. We champion our downtown community by supporting economic vitality, stewarding public spaces and historic places, promoting local experiences, and cultivating a strong organizational network. For 25 years, we have collaborated with businesses, residents, governments, community organizations, investors, and developers.

Downtown Trick-or-Treating is hosted in collaboration with our 501(c)(3) partner organization, the Downtown Everett Partners (DEP). Downtown Everett Partners is a nonprofit, tax-exempt charitable organization under Section 501(c)3 of the IRS (Tax ID #85-2304592). Some sponsorships may be tax deductible; consult with your tax professional for more information.

### Keep in Touch

In addition to the benefits listed for each event, we are happy to craft packages to meet your goals and budget. Examples of additional partnership benefits we can provide include social media giveaways hosted by your business, exclusive activity sponsorship (inflatable slide, beer garden), social media takeovers, etc. Contact Madison Vazquez at [madison@downtowneverettwa.org](mailto:madison@downtowneverettwa.org) to discuss custom marketing partnership packages.



# 2024 Downtown Events

## Spring Sip & Shop | June 14

Based on previous attendee feedback, our Spring Sip & Shop will be moved to a Friday this year. We have continued to grow this event over the last year, building stronger relationships with wineries and refining the event logistics and marketing. We expect this to be our most successful Spring Sip & Shop yet!

Our first Sip & Shop in June 2022 had a reach of over 9,000 on social media, and Sip & Shop ads had more than 17,500 paid impressions. Attendees were primarily local women in the 25-60 age range who have demonstrated their investment in the community by buying tickets and making purchases at small businesses during the event.

## Salty Sea Days | July 12-13

In 2022, we revived the beloved tradition of Salty Sea Days as a new summer block party, featuring live entertainment, a beer garden, and family-friendly activities. We exceeded our goal of 5,000 attendees for the first year, drawing over 6,500 people to the downtown core.

We'll be building on the success of the first two years of this event in 2024, and thanks to a partnership with Everett 3on3, we expect this year will be huge. Salty Sea Days will overlap with Everett 3on3 on Saturday, July 13, boosting attendance to our event and providing additional amenities and entertainment opportunities for 3on3 athletes and spectators.

## Downtown Trick-or-Treating | October 26

Downtown Trick-or-Treating has grown rapidly since starting in 2018, evolving beyond trick-or-treating at businesses to include a Halloween street festival. In 2023, we closed the streets around the plaza for an inflatable slide, games, music, an ice cream truck, and more trick-or-treating at booths.

Downtown Trick-or-Treating 2023 drew more than 5,000 attendees to Downtown Everett - many for their first time! This event is still growing and is an excellent opportunity to build community good will.

## Wintertide Sip & Shop | November 21

Our Wintertide Sip & Shop provides an exclusive sneak-peek of Wintertide and holiday shopping in Downtown Everett, with early access to Small Business Saturday deals, the opportunity to shop winter products before they launch for the season, etc.

Attendance in 2023 grew by 50% year-over-year, and we anticipate ticket sales will continue to see strong growth in 2024. Attendees were primarily local women in the 25-60 age range who have demonstrated their investment in the community by buying tickets and making purchases at small businesses during the event.

## Downtown Everett Shopping Guide

The Downtown Everett Shopping Guide is produced seasonally by the Downtown Everett Association (DEA) to promote shopping, dining, arts & entertainment, health & wellness, and personal service businesses in the downtown core. The guide is distributed ahead of summer events in May and the holiday shopping season in November. A minimum of 1,500 guides are distributed in print per cycle; a digital version is promoted on the DEA website and social media.

# Spring Sip & Shop

Friday, June 14 • 4-8 p.m.

Our Spring Sip & Shop will be marketed as an opportunity to kick off summer event season in Downtown Everett. Attendees are primarily local women in the 25-60 age range who have demonstrated their investment in the community by buying tickets and making purchases at small businesses during the event. We anticipate selling 150+ tickets to this event.

Sponsor Benefits	Champagne \$1,000	Cabernet \$750	Merlot \$500	Pinot \$250	Chardonnay \$100
Logo on website	x	x	x	x	x
Inclusion in social media posts	All	3x	2x	1x	1x
Inclusion in eNewsletter	All	2x	2x	1x	
Logo on printed maps at event	x	x	x	x	
Inclusion in a press release	x	x	x		
Logo incl. in marketing materials	x	x	x		
Opp. to have an on-site presence	x	x			
Recognition in DEA annual report	x	x			
Welcome Station Sponsorship	x				
Category exclusivity	x				

# Salty Sea Days

Friday, July 12 & Saturday, July 13

In 2022, we revived the beloved tradition of Salty Sea Days with a new summer block party, featuring live entertainment, a beer garden, and family-friendly activities. We're moving the event to coincide with Everett 3on3 weekend, which we anticipate will result in significant growth in 2024. We aim to attract 7,500 attendees in 2024.

Sponsor Benefits	Presenting \$10,000	Chinook \$5,000	Steelhead \$2,500	Sockeye \$1,750	Halibut \$1,000	Coho \$500	Flounder \$250
Logo on website	x	x	x	x	x	x	x
Inclusion in social media posts	All	5x	4x	3x	3x	2x	1x
Inclusion in a press release	x	x	x	x	x	x	
Inclusion in eNewsletter	3x	3x	2x	2x	1x	1x	
Dedicated social media post	5x	4x	3x	2x	1x		
Logo incl. in marketing materials	x	x	x	x	x		
Recognition in DEA annual report	x	x	x	x			
Opp. to have an on-site presence (booth fee waived)	x	x	x				
On-stage shoutouts	x	x	x				
Logo incl. on swag	x	x					
Logo on stage banner	x	x					
Category exclusivity	x						

# Downtown Trick-or-Treating

Saturday, October 26 • Noon-5 p.m.

DEA's signature Halloween festival features trick-or-treating at downtown businesses, an inflatable slide, games, music, an ice cream truck, and more trick-or-treating at booths. The event provides a free, safe, and fun Halloween celebration for families in our community. More than 5,000 people attended in 2023, and we anticipate the event will continue to grow in 2024.

Sponsor Benefits	Candy Champion \$5,000	Pumpkin Partner \$2,500	Spooky Sponsor \$1,000	Autumn Advocate \$500	Bat Backer \$250
Opp. to have an on-site presence	x	x	x	x	x
Logo on website	x	x	x	x	x
Inclusion in social media posts	All	3x	2x	1x	1x
Inclusion in eNewsletter	All	2x	2x	1x	
Logo on printed maps at event	x	x	x		
Inclusion in a press release	x	x	x		
Logo incl. in marketing materials	x	x			
Recognition in DEA annual report	x				
Category exclusivity	x				

Downtown Trick-or-Treating is hosted in collaboration with our 501(c)(3) partner organization, the Downtown Everett Partners (DEP). Downtown Everett Partners is a nonprofit, tax-exempt charitable organization under Section 501(c)3 of the IRS (Tax ID #85-2304592). Some sponsorships may be tax deductible; consult with your tax professional for more information.



# Wintertide Sip & Shop

Thursday, November 21 • 4-8 p.m.

Our Wintertide Sip & Shop provides an exclusive sneak-peek of Wintertide and holiday shopping in Downtown Everett, with early access to Small Business Saturday deals, the opportunity to shop winter products before they launch for the season, etc. Attendees are primarily local women in the 25-60 age range who have demonstrated their investment in the community by buying tickets and making purchases at small businesses during the event. We anticipate selling 175+ tickets to this event.

Sponsor Benefits	Champagne \$1,000	Cabernet \$750	Merlot \$500	Pinot \$250	Chardonnay \$100
Logo on website	x	x	x	x	x
Inclusion in social media posts	All	3x	2x	1x	1x
Inclusion in eNewsletter	All	2x	2x	1x	
Logo on printed maps at event	x	x	x	x	
Inclusion in a press release	x	x	x		
Logo incl. in marketing materials	x	x	x		
Opp. to have an on-site presence	x	x			
Recognition in DEA annual report	x	x			
Welcome Station Sponsorship	x				
Category exclusivity	x				

# Shopping Guide Ads

## Distributed May & November

The Downtown Everett Shopping Guide is produced seasonally by the Downtown Everett Association (DEA) to promote shopping, dining, arts & entertainment, health & wellness, and personal service businesses in the downtown core.

The guide is distributed ahead of summer events in May and the holiday shopping season in November. Ads are guaranteed to run November-March and May-September but will typically be active for six months. A minimum of 1,500 guides will be distributed in print per cycle; a digital version is promoted on the DEA website and social media.

Shopping Guide readers are engaged consumers - these are people specifically looking for locally-owned small businesses to support in their community. Customers have even told business owners that they visited their store specifically because they learned about it in the guide! Purchasing an ad provides your business with space to catch the attention of your next customer with full-color photos and/or graphics.

Ad Size	Dimensions	% discount	Price
Quarter Page	2.5" x 3.5" portrait	—	\$250
Half Page	5" x 3.5" landscape	10%	\$450
Full Page	5" x 7" portrait	25%	\$750
Full Spread	10" x 7" landscape	38%	\$1250