



Be a catalyst to help make Ludington a place we all want to live, work and play!



OUR MISSION

The Downtown Ludington Board, through collaboration, advocacy & promotion, partners to create a sense of place & community where people & businesses grow & prosper.

The Downtown Ludington Board has been around since 1984. We harness the social, economic, natural, and cultural assets that set Ludington apart to create tangible outcomes that benefit the entire community and create a better quality of life for all. Ultimately, we strive to create a place where people love to live, work, and play; a place that values its history, but looks forward, ready for the future. By supporting the organization's activities and efforts, you support the economic vitality of Downtown Ludington.

YOUR DONATION WILL

- Fund events and programs
- Support a vibrant community

YOU WILL

- Receive community updates and info
- Be recognized on our website

YOU CAN

- Volunteer at events
- Help spread the word

OUR GOALS

- Create an atmosphere where entrepreneurs can thrive and where the community wants to be to shop, dine and explore.
- Organize events that draw people to our downtown district to increase business sales and awareness.
- Make our downtown area more walkable and pedestrian friendly.
- Highlight our diverse businesses and tell their stories.
- Facilitate local grant and loan programs.
- Continue to implement our streetscape plan, which includes street-side planters, trees replacement, and maintaining fixtures like benches, bike racks, and refuse containers.
- Celebrate the volunteers that donate their time towards our efforts.
- Promote living downtown by encouraging the use of second story spaces.

FRIENDS OF DOWNTOWN LUDINGTON

Our downtown is the heart and soul of our community and keeping it growing and thriving is vital to our city. Not everyone can own a business or property downtown, but everyone can contribute to the ongoing support and success of downtown through our Friends of Downtown Campaign. Every donation of any size helps to fund efforts that make for a thriving downtown.

ANNUAL MEMBERSHIP LEVELS

| | Non-moving logo on website | Logo on Downtown Ludington gift certificates | Thank You at start/end of weekly Live Show/Podcast | Logo in revolving ticker on website | Logo on Downtown promotional posters | Logo/link in weekly email newsletter | Name on "Friends" list on website | Thank You on social media |
|---|----------------------------|--|--|-------------------------------------|--------------------------------------|--------------------------------------|-----------------------------------|---------------------------|
| \$5,000+ \ Ogemaa (Chief in Ojibwe) | X | X | | X | X | X | X | X |
| \$2,500-\$4,999 \ Captain | | X | X | X | X | X | X | X |
| \$1,000-\$2,499 \ First Mate | | | X | X | X | X | X | X |
| \$250-\$999 \ Baron | | | | X | X | X | X | X |
| \$100 \ Beshwaji (Close friend in Ojibwe) | | | | | | X | X | |
| \$50 \ Friend – Designed for individual or family | | | | | | X | X | |

PRESERVING LUDINGTON'S STORY

Each level of our Friends campaign is named for a part of Ludington's history. The Native Americans (Ottawa tribe) resided here in West Michigan long before European settlers arrived. Next came Ludington's founders, the lumber barons. The lumber industry led to the maritime development. These three chapters create Ludington's legacy.

Learn more about the Friends of Downtown Ludington fundraising campaign: <http://downtownludington.org/friends>

QUESTIONS? Contact Jen Tooman : (231) 845-6237 // Jen@DowntownLudington.org

The Downtown Ludington Board is a 501c3 non-profit and your donation is tax deductible.



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EVENT SPONSORSHIP

ST. PATRICK'S DAY CELEBRATION

\$100-\$500 - Sponsorship funds parade prizes, pub crawl swag and prizes, printing of shopping bags, event supplies and marketing (radio, print and online).

#RUNLUDINGTON RACE SERIES

\$250-\$1000 - Sponsorship funds Downtown Ludington Gift Certificates for each runner, swag, scoring system, custom medals, and race bibs.

LIVE IN THE PLAZA MUSIC SERIES

\$100-\$1000 - Help bring live music to Downtown Ludington every Thursday and Friday from May to September.

MARKET NIGHTS

\$100-\$500 - Sponsorship covers the cost of activities and music at the events.

OCTOBERFEST

\$250-\$1000 - Sponsorship covers the cost of bands, sound, security, event swag, and marketing.

NEW YEAR'S EVE BALL DROP

\$250-\$1000 - Sponsorship covers the cost of entertainment, security, event swag, and marketing.



STREETSCAPE SPONSORSHIP

STREET PLANTER

\$300 - \$300 covers the pot, soil and plants. The pot will be placed according to the streetscape plan (two midblock on each side), so there is no guarantee it will be placed directly in front of your business. We can guarantee it will go on your block.

LEGAZY PLAZA BENCH

\$2500 - The plaque will be guaranteed for 5 years. After that time any damage to or need for replacement of the plaque will be the responsibility of the sponsor.



WALKABILITY SIGNAGE

TBD - This signage is in development. Contact us for more information if you're interested in sponsoring this project.



ADVERTISING OPPORTUNITIES

BABY BADGER CAR AD

\$350 - Your logo on a Baby Badger train car. Priority is given to previous year's sponsors. The Baby Badger appears at the following events: St. Patrick's Day Parade, Blessing of the Boats, Fourth of July Parade, Movies in the Park (3 events), Aglow on the Avenue Parade

ROTARY PARK KIOSK AD

\$500 - This is a 6" x 6" ad space in the kiosk at Rotary Park. Ads are on the top, side and below the Downtown Ludington map and event posters.

WEBSITE AD

\$25 - This is a 1/4 width ad that appears midway through the weekly Downtown Ludington newsletter, which features product and food reviews from the previous week and upcoming events. View an example here.

TALK OF THE TOWN

SPONSOR: \$50/week - Sponsor a weekly live show and podcasts. "Presented by" screen with your logo runs for 30 seconds prior to the show start and for 15 seconds at the end. Mention by hosts during the show. Your logo on screen during the entire 45-60 minute show.

VIDEO AD: \$25/ad - Purchaser supplies a 30 second video commercial to be played during the weekly live show and podcast. Ad can also be placed on weekly blog if a YouTube link is provided. Ads run once per show. Ad placement options: Beginning, Before Week in Review, Before Droolworthy, and Before Event List.

DIGITAL KIOSK

TBD - COMING SOON AT LUDINGTON & JAMES!!