



"Where Friends and Rivers Meet"

Dear Downtown Hopewell Champion,

When the Hopewell Downtown Partnership (HDP) formed in 2007, Downtown Hopewell's vacancy rate exceeded 50% and the integrity of its historical structures was declining, thereby endangering its cultural and economic relevance to the city and surrounding areas. This inspired our mission "to build a healthy, vibrant, and more prosperous central downtown district for the Hopewell community" and motivated us to earn 501(c)3 nonprofit status and accreditation with the [National Main Street Center](#).

Today, Downtown Hopewell stands at 16% vacant and our focus on entrepreneurial ecosystems, business retention, historic rehabs, property sales, public space improvements, street festivals and a strong public-private partnership with the City of Hopewell is propelling Downtown forward, step by step.

In the following pages, you will find information on sponsorship levels, the benefits that come with each and descriptions of our major annual events. Sponsorship is a direct investment in the quality of life of your employees that leads to local, regional and national visibility for your organization. Every relationship and level of sponsorship matters and is impactful.

It would be my pleasure to meet with you if you are interested in learning more about our revitalization efforts and how we can work together. You may also visit our website at www.hopewelldowntown.com to get a sense of our scope.

Through our work as a Main Street America™ Accredited program, we connect Downtown Hopewell to a network of more than 1200 other communities, rural and urban, working on similar challenges and applying one of the most powerful economic revitalization models in the nation. The cumulative success of the [Main Street Approach®](#) on the local level has led to \$95.33 billion reinvested, 161,036 businesses started, 717,723 jobs created, and 314,431 buildings rehabilitated in those communities across the country since 1980. Join us!

Yours in dreaming and doing,

Heather Lyne
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(804)571-1068

Hopewell Downtown Partnership
106 N Main St, STE A
Hopewell, VA 23860



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Sponsorship Benefits

Benefits	Wonder City Sponsor \$5,000	Downtown Hero Sponsor \$3,000	Project Maker Sponsor \$2,000	Change Maker Sponsor \$1,000	Community Sponsor \$500
One planned team-builder in Downtown for employees (volunteer, activity)	✓				
Invitation to speak at Hopewell Downtown Merchant Meeting	✓	✓	✓		
Recognition in "Our Sponsors" section of HDP website homepage	✓	✓	✓	✓	✓
Logo placements on HDP homepage	✓	✓	✓	✓	
Logo or text inclusion on all printed and digital event materials	✓	✓	✓	✓	
Logo featured in bi-monthly HDP newsletters	✓	✓	✓	✓	
Logo on display at all events	✓	✓	✓	✓	
Mention in event press releases	✓	✓	✓	✓	
Free event booth presence	all events	all events	2 Third Thursdays	1 Third Thursday	3 Farmers Markets
Business mentioned in or during event announcements	✓	✓	✓	✓	
60 second video highlighting your business or role in Downtown posted on social media	✓				
Facebook post highlighting your business as a Downtown supporter (6000+ likes on Facebook)	✓	✓	✓	✓	✓
Logo and mention in all event marketing channels (radio, TV, digital, print)	✓	✓	✓		
Logo or text inclusion on event materials for two selected events				✓	
Logo or text inclusion on event materials for one selected event					✓
Recognition in HDP Annual Report	✓	✓	✓	✓	✓



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2023 Feature Events and Festivals

Community Paddle Day/Paddle in the Park - Saturday, May 6th

We are excited to co-host our first-ever a public paddle event with RVA Paddlesports, Beyond Boundaries and other local partners to provide an opportunity for our community members to experience one of the biggest sources of fun that Downtown Hopewell has to offer, water recreation. Experts will be offering a variety of paddling experiences appropriate for all ages and skill levels, to increase diversity in the sport, and to promote inclusivity in the paddlesports community here in Hopewell.

"Third Thursday" Street Festivals - Thursday, July 20th and August 17th

In June, we are asking our followers to attend Hopewell's local Juneteenth celebration on Saturday, June 17th instead of throwing our own festival. See you there!

These summer evening festivals feature live music, libations, food trucks, vendors, kid's activities, community organizations, and more. Our goal is to provide a space where local commerce is boosted, memories are made, and community pride shines. Third Thursdays are special occasions that showcase Hopewell's finest and make the summertime that much more special for children and adults of all ages.

"Harvest Ween" - TBD final week of October

Grab the kids, grab a friend, or grab a date and head Downtown for a spooky good time! Downtown Hopewell loves Halloween and invites you to dress up and enjoy an evening of live performances and trick or treating in a festive environment. This event features a Trunk or Treat for kids and a Sidewalk Crawl for all ages along E Broadway with promos and special activities by participating businesses and community partners. Don't forget to enter and compete in the Costume Contests too! Do you dare visit Downtown?!

Light Up the Night & Downtown Holiday Festival - Sunday, December 3rd

Light Up the Night is Hopewell's biggest holiday celebration that starts with the annual Holiday Parade and Tree Lighting coordinated by Hopewell Recreation and Parks and ends with a special holiday market and festival in Downtown. Don't miss a chance to visit Santa in his workshop, ride in a horse-drawn carriage and get your shopping done locally! Light Up the Night makes for a magical evening and gets everyone into the holiday spirit.



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Sponsorship Levels

Yes, I would like to sponsor the Hopewell Downtown Partnership!!

We genuinely appreciate your support at *any* level.
Please indicate your sponsorship level below:

- _____ Wonder City Sponsor (\$5,000)
- _____ Downtown Hero Sponsor (\$3,000)
- _____ Project Maker Sponsor (\$2,000)
- _____ Change Agent Sponsor (\$1,000)
- _____ Community Sponsor (\$500)
- _____ Custom (\$_____)

The Hopewell Downtown Partnership is a 501(c)3 nonprofit organization and all donations to this organization are tax deductible.

Company/Name: _____

Contact Person: _____

Address: _____

City, State & Zip Code: _____

Phone Number: _____

Email Address: _____

Website: _____

Notes or Comments: _____

Please email your logo with a transparent background and requirements to
heather@hopewelldowntown.com.

For online payments, visit: www.hopewelldowntown.com/get-involved/membership/.

Make check or mail orders payable to:

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Hopewell, VA 23860