



DABA
P.O. Box 6122
Auburn, IN 46706

30 January 2014

Fellow Community Involvement Member,

The Downtown Auburn Business Association (DABA), The DeKalb Visitor's Bureau and KPC are partnering to bring us "Discovering Historic Auburn". We look forward to your support for the Second Annual "Discovering Historic Auburn" by joining hands with us as a sponsor for the event. The Discovering Historic Auburn event will take place *Sunday, May 18th from 11:00am to 5:00pm* in the outdoors on 6th street between North Jackson Street and North Main Street. We will be featuring **local** Auburn restaurants, businesses, tourist attractions, tours and live entertainment. Showcasing everything our quaint little town has to offer. As a sponsor, your organization will receive exposure from media campaigns, all promotions for the event and the option of setting up a booth. You will also gain exposure from the audience attending the event.

We have several different packages for sponsorship and these are detailed in the sponsorship form attached.

If you have any questions please contact us at the numbers given on the form enclosed. We look forward to hearing from you and hope you can help make our Second Annual "Discovering Historic Auburn" a huge success.

The Downtown Auburn Business Association (DABA) has been serving downtown Auburn, Indiana, since the 1940's when it was established as an association for business owners to gather and collaborate, focusing their efforts on bringing customers to the downtown. In the early days as was the case in all downtowns across the country, nearly all business took place in downtown business districts and most towns and cities had a retail merchants association. As one of the oldest business associations in the state of Indiana, DABA's membership consists of ninety-seven retail and service businesses that all share the same goal; "To foster and maintain a viable downtown business district through community pride and awareness, promotion and marketing, and philanthropic endeavors".

Throughout the year DABA sponsors the following community events and projects: The Downtown Farmers Market, planting of the flowers in the downtown planters, "Discovering Historic Auburn", Summer Cruise-Ins, Summer Art Exhibit, ACD Arts & Craft Show, "Halloween in Downtown", and the Annual Christmas Parade and the lighting of the "Frosty the Snowman" display.

Sincerely,

Discovering Historic Auburn Committee

2nd Annual *Discovering Historic Auburn* Sponsorship

How can you can be a partner of this fantastic event? *Become a Sponsor!*

SUNDAY, MAY 18th, 2014 11:00am-5:00pm

Platinum Sponsor

\$1,000 Sponsorship includes:

Logo & name used in all promotional materials such as posters, flyers, event schedule and press releases and on television commercials

Logos on website, Facebook and most event signage along with stage announcements recognizing sponsors

Opportunity to set up a display booth (please be circle yes or no below)

A passport for 30 employees delivered to your place of business

Gold Sponsor

\$500 Sponsorship includes:

Logo & name used in most promotional materials: posters, flyers, event schedule and press releases

Logos on website, Facebook and event signage along with stage announcements recognizing sponsors

Opportunity to set up a display booth (please be circle yes or no below)

A passport for 20 employees delivered to your place of business

Silver Sponsor

\$250 Sponsorship includes:

Logo & name used in limited promotional materials such as flyers, the event schedule and press releases

Logos on website, Facebook and some event signage along with stage announcements recognizing sponsors

Opportunity to set up a display booth (please be circle yes or no below)

A passport for 10 employees delivered to your place of business

Bronze Sponsor

\$50.00 Sponsorship includes:

Logo and name used in limited promotional materials such as flyers, the event schedule and most press releases

Logos on website, Facebook and limited event signage along with stage announcements recognizing sponsors

Opportunity to set up a display booth (please be circle yes or no below)

Booth Sponsor

\$20.00 cost per 10 x 10 booth

Please provide your own table, chair(s), 10 x 10 tent, etc.

Anchoring booth ideas: buckets filled with sand, concrete blocks

IMPORTANT booth information will be emailed out to you on May 5th, 2014

Other Opportunities:

I would like to donate _____ dollars to this wonderful event.

I would like to donate _____ my time as a volunteer for this wonderful event.

Sponsorship Form

Sponsorship Package: _____

Booth: Yes or No (circle one)

Electricity: \$10.00 Charge Yes or No (circle one) *We DO NOT provide extension cords. Please call if specific high volt electricity will be needed

Business Name: _____ Contact Name: _____

Email Address: _____ Phone: _____

Special Notes:

Please fill out this form and return along with payment by **March 31, 2014 to DABA:**

P.O. Box 6122 Auburn, IN 46706 or deliver to Carbaugh Jewelers.

For questions and to send logo for print, please contact Lori Berndt at 260.333.0866 or lori@theolivetwist.com.

DABA, DCVB & KPC are not responsible for any lost, stolen or damaged property