



SAVE THE DATE:
OCTOBER 5TH
SATURDAY, 2024

Sponsorship Package

DOWNTOWN

SALISBURY
NORTH CAROLINA
A Main Street Original

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About The Event

The Bell Tower BREWFEST was started in 2022 by the Downtown Salisbury Promotions Committee. The event has grown over two years bringing in over 1,000 visitors downtown. Attendees can enjoy this day out with friends and family, or make it a day trip celebrating the art of craft beer. This one-day event focuses on local and regional craft beer brewers which gives each ticket holder a personalized experience. Participants can hear from multiple bands, sample beer from over 15 breweries, and explore Salisbury's buzzing downtown by shopping and eating at the local restaurants.

Downtown Salisbury, Inc.'s purpose is to promote, enhance, and manage the development of the central business district in a manner that will make downtown the economic, governmental, social, and cultural center of Rowan County. Bell Tower BREWFEST supports Downtown Salisbury, Inc.'s goal by showcasing downtown as a place for entertainment, to experience history and the arts, as well as a place to live and gather as a community. This annual event attracts visitors from not only Rowan County but from surrounding regions as well. It exposes event-goers to downtown shops, restaurants, and hidden gems that they might not otherwise know existed.



Event Highlights

This event targets beer enthusiasts, millennials, friend groups, retirees, couples, and families.

The event is racially and culturally diverse.

Participation from over 15 breweries

About Us

Salisbury has a lengthy history of active involvement in downtown revitalization and the use of a Municipal Service District (MSD). In 1980, Salisbury was chosen as one of the four original “Main Street Cities” in North Carolina. Following, in the early 1980s the Downtown MSD was established. Downtown Salisbury has been known as a nationally accredited Main Street Program for more than 30 years.

Main Street Communities use a comprehensive downtown revitalization process developed by the National Trust for Historic Preservation to encourage economic development within the context of historic preservation. The Downtown MSD currently contains over 25 blocks stretching from Jackson Street to Long Street and from Horah Street to Cemetery Street.

A Municipal Service District is a defined geographic area where property owners pay an additional tax to fund a variety of services that enhance, not replace, existing municipal services within the district’s boundaries. The first MSD was established in the French Quarter in New Orleans in the early 1970s. Since then, the use of this powerful urban development tool has spread steadily. The North Carolina Main Street program helps to lead a powerful grassroots network consisting of over 40 coordinating programs and over 1,200 neighborhoods and communities across the country.

Downtown Salisbury Inc. (DSI) is a 501c3 Non-Profit dedicated to the successful redevelopment of our downtown area. Downtown Salisbury is comprised of a diverse range of merchants, retailers, restaurants, and more. The common denominator for all is the dedication to the economic vitality, and authentic promotion and growth of our area. Downtown Salisbury is funded by the Municipal Service District tax, \$.176 tax per \$100 valuation.

Vision



- Downtown Salisbury is a beacon for dynamic arts, dining, entertainment, and shopping in Rowan County and beyond.
- It is a center for innovative technology, urban living, and entrepreneurial opportunities, making it a vibrant district in which to live and work.

Mission



- Downtown Salisbury Inc. facilitates and promotes the enhancement and growth of the central business district for its continued development as the economic, governmental, social, and cultural center of Rowan County.



BELL TOWER BREWFEST SPONSORSHIP OPPORTUNITIES

Noon to 7 p.m. - 1st Saturday in October

Celebrate the art of craft beer at Bell Tower Green with tastings from across the state, including live music, food, games, vendors and more!

SPONSORSHIP BENEFITS

	Brewer 2 Available (\$16,000 value*)	Fermenter 3 Available (\$10,000 value*)	Keg 4 Available (\$3,500 value*)	Crowler 5 Available (\$2,500 value*)	Can 6 Available (\$1,500 value*)
PRE-EVENT RECOGNITION					
Number of social media posts on Facebook & Instagram	5	4	3	2	1
Logo on website event page with link back to your website	✓	✓	✓	✓	✓
Inclusion in press releases	✓	✓	✓	✓	✓
Recognition in newsletters & email blasts	✓	✓	✓	✓	✓
Opportunity to place information in goodie bags	✓	✓	✓	✓	✓
ON-SITE RECOGNITION					
Logo on select signage or event sponsor banner	✓	✓	✓	✓	✓
Opportunity to set up a booth space at the event	✓				
Logo on back of event item: t-shirt, tote, etc. (if ordered)	✓	✓	✓	✓	✓
Number of event items, sponsor to receive (if ordered)	5	4	3	2	1
Sponsor recognition at events (via signage, DJ)	✓	✓	✓		
POST-EVENT RECOGNITION					
Outgoing press release	✓	✓	✓	✓	✓
"Thank You" email blast & newsletter	✓	✓	✓	✓	✓
Tax deductible	✓	✓	✓	✓	✓

*Value in advertising and promotions with the organization's brand.

Separate Sponsorship Packages Available For:

Annual Events



Downtown Salisbury hosts many annual events including: Ring In Spring, Cheerwine Festival, College Night Out, Buskers' Bash, Halloween FunFest, Holiday Night Out, Small Business Saturday, Santa and the Grinch photos and Antique Fire Truck Rides!

Separate Sponsorship Packages Available For:

Wine About Winter



5 to 9 p.m.
1st Friday in February
Our signature wine-tasting event. Ticket holders visit participating businesses to shop and sip a variety of wines from Rowan County and beyond.





BELL TOWER
BREW FEST

2024

Thank You!

Scan the QR Code to Fill Out the Application.

Contact

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