



URBAN PARTNERSHIP

CAPACITY CONNECTION COMMUNITY
 A CORPORATE SPONSORSHIP PROGRAM OF CHARLESTON MAIN STREETS



Building partnerships to strengthen investments in

- Economic & Community Development
- Business District Revitalization
- Marketing
- Consulting
- Public Space Enhancement
- Destination Events



MAXIMIZE YOUR RETURN ON CIVIC INVESTMENT. BECOME AN URBAN PARTNER

Charleston's East End and West Side have experienced tremendous economic growth since the inception of the two Charleston Main Streets (CMS) predecessor programs in 2002 and 2005, respectively. In the East End, the commercial vacancy rate has dropped by over 60%, over 40 new businesses have opened, over \$260 million of public and private investment has occurred, and the district is transitioning into the premier place to live, work, shop, and play in Charleston. On the West Side, after a recent surge of private and public investment, almost 10 businesses have opened just in the past year, and close to \$200 million of public and private investment has occurred. These neighborhood and business districts with such rich history and compelling success stories face unprecedented challenges and opportunities.

With the help of your yearly investment, CMS is working everyday to:

- Attract new business and create jobs,
- Help businesses accelerate profitability through interior/exterior design assistance and free marketing assistance,
- Launch visionary community and cultural enhancement projects
- Develop resources to cultivate an eclectic business environment
- Encourage families, businesses, and entrepreneurs to reinvest and return to the city.
- Aesthetically enhance the commercial corridors of Washington Street, East & West, and the Smith Street Warehouse District
- Position local businesses to grow and succeed in these times of economic uncertainty



CMS offers a wide array of opportunities for your company to maximize your investment and fulfill your community giving objectives every year through the Urban Partnership Program. Every **event** and **project** provides several opportunities for you to make a long-lasting investment in the Capital City all while promoting and strengthening your business and brand.

THE ADVANTAGES OF URBAN PARTNERSHIP

OUR DESTINATION EVENTS

- Attract tens of thousands of people from multiple states each year
- Open thousands of new eyes to our local businesses and neighborhoods
- Spur new residential and business investment
- Showcase the best Charleston has to offer for tourists, residents, and business owners

OUR BUSINESS & COMMUNITY ENHANCEMENT PROJECTS

- Leverage hundreds of thousands of dollars of public and private investment
- Aesthetically enhance the business districts
- Give visitors and potential business owners more reasons to travel to and establish themselves in the urban core of Charleston

URBAN CHAMPION \$20,000 +

- Company logo listed at 1st tier on master Urban Partner list (digital & print), advertising and on-site signage
- 200+ tickets to four sponsored events of your choice
- Four (4) social media tags for up to four sponsored events
- At least two (2) mentions from event stage area per each event or project
- Speaking opportunity at each event or project
- Urban Partner membership - Includes Friends of East End and Friends of West Side business memberships

URBAN LEADER II \$15,000 - \$19,999

- All Urban Leader I benefits + up to 50 extra tickets for up to three sponsored events of your choice (1st tier level)
- Two (2) social media tags for up to two sponsored events + One (1) mention from event stage area for 3 events or projects + Speaking opportunity

URBAN LEADER I \$10,000 - \$14,999

- All Capitol Investor benefits + up to 50 extra tickets for up to three sponsored events of your choice (1st tier level)
- Two (2) social media tags for up to two sponsored events + One (1) mention from event stage area for 2 events or projects + Speaking opportunity

CAPITOL INVESTOR \$5,000 - \$9,999

- All Community Leader benefits + up to 50 extra tickets for up to three sponsored events of your choice (2nd tier level)
- One (1) social media tag for up to two sponsored events + One (1) mention from event stage area

COMMUNITY LEADER \$2,500 - \$4,999

- All Urban Sustainer II benefits + up to 25 extra tickets for up to two sponsored events of your choice (2nd tier level logo listing)
- One (1) social media tag for up to two sponsored events + One (1) mention from event stage area

URBAN SUSTAINER II \$1,000 - \$2,499

- All Urban Sustainer I benefits + up to 15 extra tickets to sponsored event of your choice

URBAN SUSTAINER I \$200 - \$999

- Company logo listed at 3rd tier on master Urban Partner list (digital & print) advertising and on-site signage
- Up to ten (10) tickets to sponsored event of your choice
- Urban Partner membership - Includes Friends of East End and Friends of West Side business memberships