



#OVERFLO
Wilmington, NC

Sponsorship Form

Many local people are hurting from Hurricane Florence. The small business owners of Downtown care and are ready to step up to make a difference.

WHY: Raise money for area non-profits serving the community. Bring people to the heart of our City. The current list of beneficiaries that could grow includes:

- **Nourish NC**
- **Salvation Army**
- **Food Bank of Central & Eastern NC at Wilmington**
- **Good Shepherd Center**
- **Cape Fearless Challenge**
- **The Harrelson Center**

WHAT: A series of eclectic actions to showcase our community. Businesses develop specials for a week or a month. Innovate and Create. Sell a Flo inspired appetizer for \$5, donate \$1 back to *Over Flo*. Offer a Wilmington t-shirt for \$20 and donate \$5 back to *Over Flo*. You decide the special and donation amount.

WHEN: October 2018. Organizers will emphasize a different economic sector of Downtown with media pushes as follows:

- *Week of Oct. 1: Freestyle Over Flo*
- *Week of Oct. 8 Food & Drinks Over Flo*
- *Week of Oct. 15: Music Over Flo (the centerpiece is a free concert on Saturday, October 20th)*
- *Week of Oct. 22: Arts Over Flo (the centerpiece is 4th Friday Gallery Walk)*

WHERE: Downtown Wilmington is the epicenter but more urban neighbors like Greenfield Lake and Midtown are welcome!

WHO: Spearheaded by local business owners. Fiduciary agent is Wilmington Downtown Incorporated – a 501c3 organization with over 40 years of economic and community development experience. WDI also undergoes an independent audit each and every year. Founding businesses include:





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Challenge Sponsor (amount to be negotiated)

- Pick a Downtown business that is raising money for Over Flo
- Set a challenge goal of \$xx. If the business raises \$xx – you match \$xx up to a certain amount

\$10,000 Presenting Sponsor (Limited to 3 Companies)

- Recommendation for a non-profit beneficiary for the campaign
- Top mention in all paid media, including print and radio ads
- Top mention from stage at Music Over Flo Concert a minimum of ten (10) times
- Prime placement of logo on all printed materials, including posters in area businesses
- Opportunity to vend and/or promote your business at concert
- Mention in WDI-generated social media posts (currently 42,300+ fans on multiple channels)
- Business category exclusivity
- Two (2) drink tickets and a wristband for up to ten (10) designated individuals for concert. ID required; tickets limited to two (2) per individual

\$5,000 - Platinum Sponsor (Limited to 4 Companies)

- Opportunity to vend and/or promote your business at concerts
- Mention in all paid media, including radio and print ads
- Mention from stage at each concert a minimum of five (5) times
- Placement of logo on all printed materials, including posters
- Business category exclusivity
- Two (2) drink tickets and a wristband for up to ten (6) designated individuals for concert. ID required; tickets limited to two (2) per individual

\$2,500 - Gold Sponsor (Unlimited number)

- Opportunity to vend and/or promote your business at concerts
- Mention from stage at each concert a minimum of three (3) times
- Placement of logo on all printed materials, including posters
- Business category exclusivity
- Two (2) drink tickets and a wristband for up to four (4) designated individuals. ID required; tickets limited to two (2) per individual



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Sponsorship Commitment Form

Yes, sign me up! As a sponsor, I will receive the applicable benefits described in this packet. In addition, I understand that these benefits will apply once the agreement is signed and my remittance has been issued to and accepted by WDI.

Sponsor Name: _____

Contact: _____

Address/City/Zip: _____

Phone: _____

Email: _____

Website: _____

Sponsorship Level (Please Circle): Challenge Presenting Platinum Gold Other

Amount Enclosed: _____

Checks Payable to: Wilmington Downtown Inc.

Mail to: Get Over Flo, c/o WDI, Post Office Box 2235, Wilmington, NC 28402

Send your company logo to office@wilmingtondowntown.com for placement on website.

Questions? Call (910) 763-7349. Thanks for your support!

MORE: Want to Volunteer? Get involved? Email office@wilmingtondowntown.com.