



**Downtown Lee's Summit Main Street
2025 SPONSORSHIP OPPORTUNITIES**





DOWNTOWN LEE'S SUMMIT MAIN STREET

Founded in 1989 by a group of visionary business and civic leaders to revitalize the heart of their community, Downtown Lee's Summit Main Street, Inc. is a nationally-recognized and accredited 501c3 nonprofit organization dedicated to the revitalization of Downtown Lee's Summit. The mission of Downtown Lee's Summit Main Street is to promote, enhance, and preserve the heart of our city by cultivating a diverse mix of businesses, cultural and family-friendly events, unique housing options, and inclusive public spaces.

WHAT WE DO

- Organize 100+ free family events
- Manage the Downtown Lee's Summit Farmers Market
- Promote Downtown Lee's Summit locally and regionally
- Oversee downtown beautification efforts
- Advocate for the downtown district

WHAT WE'VE ACCOMPLISHED

- Great American Main Street Award in 2010
- Missouri's Great Neighborhood in 2019
- America's Great Neighborhood in 2019
- 1 of 7 Nationally Accredited Communities in Missouri
- 58,000 Volunteer Hours since 2009
- Nearly \$73 Million in Private Investment since 2009
- 106 Net New Businesses since 2009
- 817+ Net New Jobs since 2009
- Over \$56 Million in taxable sales in downtown annually

85% OF OUR FUNDING COMES FROM SUPPORTERS LIKE YOU!

WHY SPONSOR AN EVENT?

Your financial support not only helps your business build brand awareness in our community, it also supports the year-round downtown revitalization efforts of Downtown Lee's Summit Main Street. With a yearly social media reach of three million and event attendance approaching 200,000, Downtown Lee's Summit sponsorships are a worthwhile investment into your business.



DOWNTOWNLS.ORG/SPONSOR





SPONSORSHIP PACKAGE

Each sponsorship with Downtown Lee's Summit Main Street includes:

- MENTION IN EVENT PRESS RELEASE SENT TO KC AREA MEDIA OUTLETS
- MENTION IN OUR ENEWSLETTER BLASTS TO OVER 7,500 SUBSCRIBERS
- SPONSOR RECOGNITION ON SOCIAL MEDIA POSTS
- MENTION ON OUR DLSMS WEBSITE, FACEBOOK EVENT
- YOUR LOGO ON 75+ EVENT POSTERS (WHEN APPLICABLE)
- EVENT SPECIFIC BENEFITS

2025 EVENT SPONSORSHIP OPPORTUNITIES

MARCH 15

SHAMROCK THE BLOCK

APRIL 5

DOWNTOWN WINE WALK

APRIL 19

DOWNTOWN BUNNY HOP

APRIL 19-
OCT. 25

FARMERS MARKET (EVERY WEDNESDAY & SATURDAY)

FARMERS MARKET SPRING CELEBRATION - MAY 10

FARMERS MARKET HARVEST FEST - OCTOBER 4

FARMERS MARKET HOLIDAY MART - DECEMBER 6

APRIL 25

FOURTH FRIDAYS ART WALK BEGINS

(EVERY FOURTH FRIDAY APRIL - AUGUST)

MAY 23

MUSIC IN THE PARK BEGINS

(EVERY FOURTH FRIDAY MAY - AUGUST)

JUNE 6-8

DOWNTOWN DAYS FESTIVAL

OCTOBER 2

WITCHES EVE - LADIES NIGHT OUT

OCTOBER 18

HAUNTED & HISTORIC SPACES TOUR

OCTOBER 25

BOOS, BARKS AND BADGES PARADE

NOVEMBER 21

MAYOR'S TREE LIGHTING



SHAMROCK THE BLOCK

SATURDAY, MARCH 15TH | 10AM-12PM

Celebrate St. Patrick's Day at Shamrock the Block, a block party in the heart of Downtown Lee's Summit. Featuring kids games, live music, Irish dancers, bagpipers, and more! We'll host two rounds of the Gold Coin Hunt for the little lads and lasses to try their luck. Become a supporter of this event and showcase your business.

EVENT REACH

3,000+ ATTENDEES

42,000+ SOCIAL MEDIA FOLLOWERS

Audience: All Ages, LS & surrounding areas

**PRESENTING SPONSOR
\$2,500**

Sponsorship Benefits

- Presenting: Sponsor naming rights
- Sponsorship Package
- Mention by emcee at event
- 10X10 Booth space at event - must provide a kids activity



DOWNTOWN BUNNY HOP

SATURDAY, APRIL 19 | 10AM

Children and their families are invited to join the Easter Bunny in a walking parade from City Hall Plaza to Howard Station Park, led by the Lee's Summit Fire Department. After the parade, kids can visit with the Easter Bunny for pictures and visit participating businesses to receive free candy. The event attracts Lee's Summit residents and families from surrounding areas.

EVENT REACH

3,000+ ATTENDEES

42,000+ SOCIAL MEDIA FOLLOWERS

Audience: Young children, Families

**PRESENTING SPONSOR
\$1,500**

**SUPPORTING SPONSOR
\$500**

Sponsorship Benefits

- Presenting: Opportunity to ride in the front of the parade
- Sponsorship Package
- Booth space at event
- Logo on event maps



DOWNTOWN LEE'S SUMMIT FARMERS MARKET

APRIL 19 - OCTOBER 25 | 8AM-NOON

Every Wednesday and Saturday

The Downtown Lee's Summit Farmers Market is a great community gathering place for the citizens of Lee's Summit and surrounding areas. The market has 40+ vendors featuring a variety of fresh produce, plants, meat, baked goods, handmade crafts, and much more! All items have been locally grown or sourced within 150 mile radius of Lee's Summit. Various family-friendly events are planned during the market season such as the Spring Celebration, the Harvest Fest, and the Holiday Mart. Our Market has been named Missouri's favorite market in the America's Favorite Farmers Market contest for five years!

EVENT REACH

2-3,000 ATTENDEES WEEKLY

42,000+ SOCIAL MEDIA FOLLOWERS

Audience: All ages, Local

MARKET CHAMPION SPONSOR
\$5,000

- Sponsorship Package
- Logo on Market Bags
- Logo on Market Signage & Digital Screen
- 10x10 booth space at market 6 times a year (subject to space availability)

MARKET PARTNER SPONSOR
\$2,500

- Sponsorship Package
- Logo on Market Signage & Digital Screen
- 10x10 booth space at market 4 times a year (subject to space availability)

FRIEND OF THE MARKET SPONSOR
\$1,000

- Sponsorship Package
- 10x10 booth space at market 2 times a year (subject to space availability)



DOWNTOWN WINE WALK

SATURDAY, APRIL 5 | 1PM-4PM

We combined two of our favorite things (wine + shopping) to host our Downtown Wine Walk. Tickets include wine tastings, snacks, and special offers at over a dozen participating venues. Attendees will receive a lanyard and map.

EVENT REACH

400 ATTENDEES

42,000+ SOCIAL MEDIA FOLLOWERS

Audience: 21+

PRESENTING SPONSOR
\$1,500

SUPPORTING SPONSOR
\$500

Sponsorship Benefits

- Presenting: Sponsor naming rights
- Sponsorship Package
- Business logo on ticket lanyard
- Recognition on ticket sales site
- Opportunity to set up at event



FOURTH FRIDAYS ART WALK

APRIL - AUGUST | 5-8PM

Every Fourth Friday of the Month

Fourth Fridays is a monthly event in the spring and summer that showcases art in our historic district. Fourth Fridays draw hundreds of people downtown monthly from Lee’s Summit and surrounding cities. Several businesses participate by hosting one or more artists of their own! Each Art Walk includes a unique mix of artists, makers and jewelers to explore!

EVENT REACH

1,000+ ATTENDEES each evening

42,000+ SOCIAL MEDIA FOLLOWERS

Audience: All ages, LS & surrounding areas

PRESENTING SPONSOR
\$2,000

SUPPORTING SPONSOR
\$1,000

Sponsorship Benefits

- Sponsorship Package
- Booth space at August event
- Logo on event maps (5 event dates)
- Logo on event postcards distributed throughout downtown & in community



MUSIC IN THE PARK

MAY - AUGUST | 6:30-8:00PM

Every Fourth Friday of the Month

With the Amtrak Station and Historic Train Depot as its backdrop, the Music in the Park free summer concert is the place to be on a Fourth Friday! Each night features a local band or musician in Howard Station Park. The genres of music vary for each concert, bringing in a diverse group of loyal and new listeners each night.

EVENT REACH

300 ATTENDEES per concert

42,000+ SOCIAL MEDIA FOLLOWERS

Audience: All ages, LS & surrounding areas

PRESENTING SPONSOR
\$1,500

SUPPORTING SPONSOR
\$500

Sponsorship Benefits

- Sponsorship Package
- Booth space at event
- Mention during Musician intro
- Logo on metal signage in the park



DOWNTOWN DAYS FESTIVAL

JUNE 6-8

This popular family-friendly, three-day festival draws visitors and vendors not only from across Missouri and Kansas, but across the country to Downtown Lee's Summit. This event draws the largest crowd of any event that takes place in Lee's Summit, with estimates of more than 100,000 festival-goers. Previous festivals featured nearly 200 booths, popular live entertainment, delicious food, a carnival, artwork and craft vendors, and a sports zone!

EVENT REACH

100,000 ATTENDEES
42,000+ SOCIAL MEDIA FOLLOWERS
Audience: All ages, LS & surrounding areas

- PRESENTING SPONSOR \$8,500**
- KOOZIE SPONSOR \$4,000**
- KID'S STREET \$2,500**
- MAIN STAGE \$2,500**
- SPORTS TENT \$1,500**
- GOLF CART \$1,500**
- BOOTH SPONSOR(S) \$1,000**
- SUPPORTING SPONSOR(S) \$500**
(NO BOOTH SPACE INCLUDED)

Sponsorship Benefits

- Presenting: Sponsor naming rights
- Sponsorship Package
- 10X10 Booth space at event
(Booth not included at supporting sponsor level)
- Logos on signage at event, the event map and the event website
- Recognition on Main Stage



WITCHES EVE - Ladies Night Out

OCTOBER 2 | 5-8PM

Ladies night out meets early adult Halloween with our Witches Eve. This is a fun, ladies night filled with cackles and boos! Each year hundreds of shoppers don pointy hats and broomsticks to fly to Downtown Lee’s Summit to enjoy this annual event with extended store hours.

EVENT REACH

2,000+ ATTENDEES

42,000+ SOCIAL MEDIA FOLLOWERS

Audience: Female, LS & surrounding areas

PRESENTING SPONSOR
\$1,000

SUPPORTING SPONSOR
\$350

Sponsorship Benefits

- Sponsorship Package
- Logo on event map



HAUNTED & HISTORIC SPACES TOUR

OCTOBER 18 | VARIOUS TOUR TIMES

One of the most popular events in downtown Lee's Summit is our Haunted & Historic Spaces Tour! This one night only event features up to 10 tour groups. Each stop along the tour will include a ghostly story about Lee's Summit's history. It will be a theatrical experience you won't want to miss during this outdoor, walking tour.

EVENT REACH

270 ATTENDEES

42,000+ SOCIAL MEDIA FOLLOWERS

Audience: 13+, LS & surrounding areas

PRESENTING SPONSOR
\$1,000

SUPPORTING SPONSOR
\$350

Sponsorship Benefits

- Presenting: Sponsor naming rights
- Presenting: Opportunity for a representative from your business to speak before each tour
- Sponsorship Package
- Recognition on ticket sales site
- Receive 4 complimentary tickets



BOOS, BARKS & BADGES PARADE

OCTOBER 25 | 9:30-NOON

Families and their dogs are invited to wear costumes and join in the walking parade from City Hall Plaza to Howard Station Park. Awards are presented for the best costumes at City Hall before the parade kicks off. After the parade, children are welcome to trick-or-treat at participating Downtown businesses. The Lee's Summit Police and Fire Departments participate by showcasing their different services and vehicles.

EVENT REACH

3,000+ ATTENDEES

42,000+ SOCIAL MEDIA FOLLOWERS

Audience: Families, Pet Owners, Local

**PRESENTING SPONSOR
\$1,500**

**SUPPORTING SPONSOR
\$500**

Sponsorship Benefits

- Presenting: Sponsor naming rights
- Presenting: Receives optional guest judge spot for the costume contest
- Sponsorship Package
- Sponsor thank you at beginning of parade
- 10x10 Booth space during the event (Must hand out candy or have children's activity)
- Logo on event map



MAYOR'S TREE LIGHTING

NOVEMBER 21 | 6:30PM

The Mayor's Tree Lighting is one of the most beloved traditions in the Lee's Summit community, featuring the mayor, celebrity emcees, Santa, Mrs. Claus, and their elves. In addition to the lighting of the Mayor's Tree, thousands of lights throughout the Downtown area are lit to kick off the holiday season. Because of a great deal of media attention, this event attracts thousands of people from Lee's Summit and the surrounding communities.

EVENT REACH

9,000+ ATTENDEES

42,000+ SOCIAL MEDIA FOLLOWERS

Audience: All ages, Families

PRESENTING SPONSOR
\$3,000

SUPPORTING SPONSOR
\$1,000

Sponsorship Benefits

- Presenting: Sponsor naming rights
- Presenting: opportunity to speak on stage during program
- Sponsorship Package
- Mention during presentation
- Logo in the event program distributed to attendees that evening
- 10x10 booth space during event (hand out candy, provide a hot beverage, or a kids activity)

