

ABOUT DOWNTOWN EAU CLAIRE, INC.



Our mission is to promote the development of business, housing, cultural resources, and activities within Downtown Eau Claire. To fulfill this mission, we act in three primary ways:

Promoting & Supporting Downtown Businesses

We're here, first and foremost, to serve the businesses that choose to locate in Downtown. With 50% of our funding coming from businesses, we work every day to provide a collective effort to advance Downtown development. We raise awareness daily through social media, media interviews, and advocacy. Basically, it's our job to promote all things Downtown.

With staff members committed to Downtown, we provide *logistic and project support* to the business improvement districts and the City of Eau Claire. We also support our business community through targeted events such as First Fridays, the Holiday Season Opener and Small Business Saturday.

Creating Exceptional Events

By producing nine annual events and supporting numerous others, we're *working constantly to attract people to each of Downtown's districts*. From major festivals to targeted fundraisers, and from community clean-ups to celebrating the Holidays, we do it all. Through them all, we pride ourselves in offering accessible events that attract the whole community.

As we plan each event, we *work closely with our business community* to ensure our events compliment their efforts to attract customers. Our goal is to convert a new visitor into a returning customer, and a returning customer into a lifelong supporter.

Advancing Innovative Ideas & Projects

We work with entrepreneurs, thought-leaders, and innovators to bring to life exciting projects that make our Downtown a stronger community. Through the years we've helped with efforts to improve parking and wayfinding, plan and implement streetscape enhancements, provide local music in the South Barstow District, light the Phoenix Park Bridge, support grocery store recruitment, and explore placemaking opportunities.

Our *Idea Lounge* series brings together community leaders and advocates to focus on a single topic and identify actionable steps. Past topics have included encouraging our Creative Class, providing liveable communities, evaluating the state of the arts, parking, the Confluence Project, farmers markets, and music in our city.



WHY SUPPORT US?

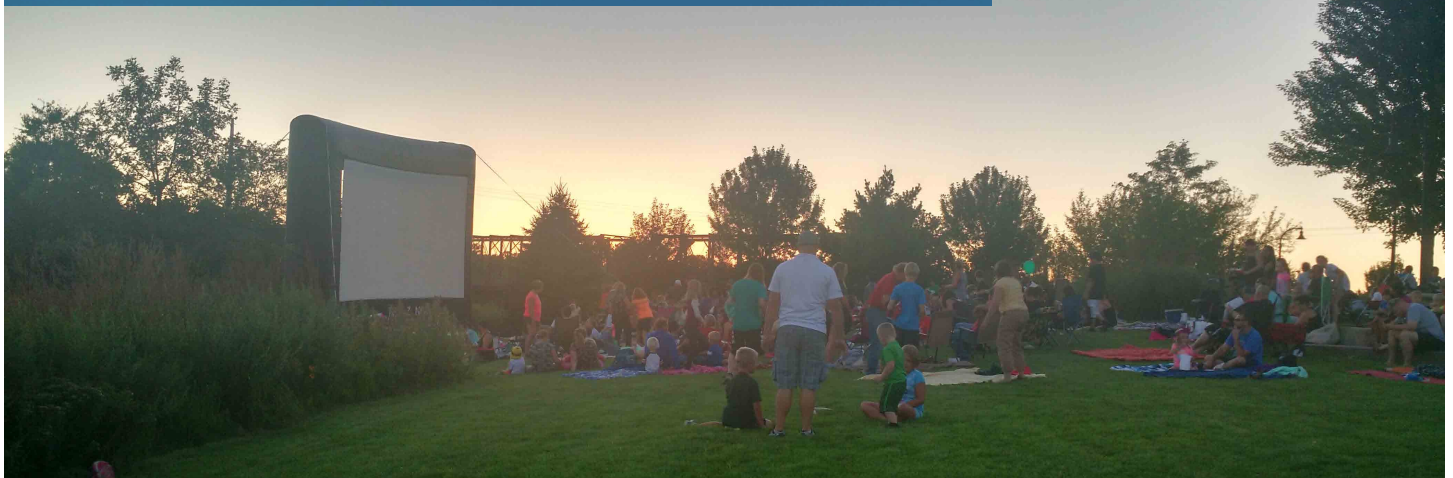
WE ARE A NON-PROFIT

You might not know this, but Downtown Eau Claire, Inc. is an *independent 501(c)(6) non-profit* organization. As such, we rely every day on the generous support of the community. In return, we work hard to keep Downtown moving forward and growing.

OUR MISSION IS YOUR MISSION

Downtown Eau Claire, Inc. includes 21 board members and 4 staff members, each with their own Downtown story and reasons for contributing their time and talent. But all with a common passion for our community. We're here to help you succeed and grow. After all, without you, there's no us!

FAMILY DAY IN DOWNTOWN



Date

Saturday, July 8

Attendance

Est. 5,000-10,000

Target Audience

Kids & Families
Community Organizations

Past

Major Sponsors

North Barstow BID
CCFBank

Family Day In Downtown is our newest innovative event. Centered in Phoenix Park, the festival will highlight family life in Downtown and the City of Eau Claire. Activities will include live music, sports, demonstrations, vendors, and an outdoor movie. We hope you'll help us make this inaugural event a success!

Diamond Sponsor (\$5,000+) - one available

- Presenting sponsor alongside Downtown Eau Claire, Inc.
- Opportunity for a representative to speak during the event
- Recognition at the event and complimentary booth space
- Logo displayed on the poster, website, and at the event
- Name displayed on advertisements

Platinum Sponsor (\$2,500+)

- One of the following major areas will carry the sponsor's name: Family Health & Fitness Zone, Family Main Stage, Family Movie, Family Fun Zone
- Opportunity for a representative to speak during the event
- Recognition at the event and complimentary booth space
- Logo displayed on the poster, website, and at the event
- Name displayed on advertisements

Gold Sponsor (\$1,000+)

- One of the following minor areas will carry the sponsor's name: Family Performance Zone, Family Outdoor Zone, Family Food Court
- Recognition at the event and complimentary booth space
- Logo displayed on the poster, website, and at the event
- Name displayed on advertisements

Silver Sponsor (\$500+)

- Recognition at the event and complimentary booth space
- Logo displayed on the poster, website, and at the event
- Name displayed on advertisements

Supporting Sponsor (\$250+)

- Recognition at the event
- Name displayed on the poster, website, and at the event

Contributing Sponsor (\$100+)

- Recognition at the event, and name displayed on the website and at the event