



# EVENT SPONSORSHIP INFORMATION

## ABOUT THE BRVA

The Broad Ripple Village Association (BRVA) is a 501c3 not-for-profit community organization serving residents and businesses in Broad Ripple whose mission is to advance the Village community through engagement and advocacy. This mission is executed through programs and initiatives focused on beautification, public safety, historic preservation, urban planning, economic development, community development, community-focused events, and advocacy.

## SIGNATURE EVENTS

This year, the BRVA will host four signature events designed to engage residents and community members and provide programming opportunities in the heart of Broad Ripple Village. These events include the Art Walk, Duck Race, Broad Ripple Home Tour, and Lights Up Festival.



## SPONSORSHIP

Each signature event has several ways to get involved! Sponsorship levels vary by amount of investment and benefits to match your marketing priorities.

Supporters who sponsor all 4 events will be recognized as 2024 BRVA Diamond Event Partners with their preferred logo rotating on the BRVA website home page.



Saturday, May 4 and Saturday, October 5 | Averages 300 guests

The Broad Ripple Art Walk welcomes Broad Ripple residents and attendees from throughout central Indiana on a self guided tour of local participating businesses hosting special art experiences such as art exhibits from local and national artists, special opportunities to interact with local artisans, or live musical performances.



## SPONSORSHIP OPPORTUNITIES

### Event Sponsor - \$750 (1 Available)

- Your business logo on all Art Walk printed materials in both spring and fall
- Your business logo or name mentioned on any paid or trade media
- Your business logo or name included in all digital promotions, including email newsletters and social media marketing (reach: 45k+)
- Your business logo displayed on the Art Walk website, linked back to your website

### Supporting Sponsor - \$500 (4 Available)

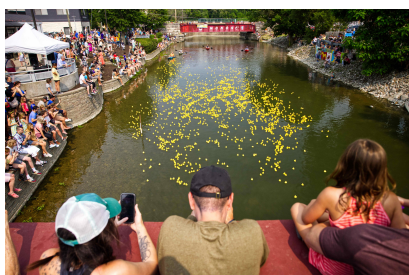
- Your business logo or name on some printed materials in both spring and fall
- Your business logo displayed on the Art Walk website, linked back to your website
- Your business logo or name included in some digital promotions, including email newsletters and social media marketing (reach: 45k+)



Saturday, June 1 | An afternoon of summer fun and lots of yellow | Averages 3000+

The greatest spectacle in rubber duck racing! It may not be the Indy 500, but it's just as exciting to see which lucky duck will take the checkered flag each year. Each summer, the Broad Ripple Village duck race hosts racing rubber ducks, children's activities such as face painting, balloon artistry, as well as photo opportunities with a live duck mascot - it's loads of family fun!

New this year, the event will now be on a Saturday AND will incorporate a 5K family friendly fun run replacing the Ripple Effect 5K. We expect this to increase participation numbers of both events and create a very lively Saturday in the Village.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor - \$3,000 (SOLD OUT)

- Your business included in all mentions of the event (i.e. Duck Race, presented by [Your Company])
- (8) complimentary 5K registrations
- Your business listed with the event on the BRVA sign kiosk at Westfield and College the week of the event
- Inclusion in public remarks throughout the event
- Your business logo or name on all Duck Race printed materials
- All other benefits in Event and Supporting sponsor levels

### Event Sponsor - \$1,500 (3 Available)

- Your business on a custom banner at your sponsored location. Possible options include Start Line, Finish Line, Kids Mile Race, Children's Activity Area, etc.
- (4) complimentary 5K registrations
- Your business logo or name mentioned on any paid or trade media
- Your business logo or name included in all digital promotions, including email newsletters and social media marketing (reach: 45k+)
- All other benefits in Supporting sponsor level

### Supporting Sponsor - \$500 (20 Available)

- Your business logo displayed on the event website, linked back to your website
- (5) complimentary ducks to participate in Duck Race and (2) complimentary 5K registrations
- Your business logo on the 5K participant t-shirt
- Complimentary booth space at the event
  - Must provide a child friendly activity/give away





Saturday, September 21 | Averages 300-400 guests

Established in 2005, this Indianapolis tradition gives participants the opportunity to tour homes in Broad Ripple Village, showcasing the diversity and character throughout the Village. Guests learn fascinating facts about each home on the tour and many take away decorating and renovation ideas for their own homes.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor - \$3,000 (1 Available)

- Your business included in all mentions of the event (i.e. Broad Ripple Home Tour, presented by [Your Company])
- Your business listed with the event on the BRVA sign kiosk at Westfield and College the week of the event
- Your business logo on all Broad Ripple Home Tour printed promotional materials including digital tour program and event wristbands
- On site event activation at tour home of your choice
- Full page acknowledgement in digital tour program (artwork provided by sponsor)
- (8) complimentary Home Tour tickets
- All other benefits in Event and Supporting sponsor levels

### Tour Home Sponsor - \$1,500 (4 Available)

- Your business logo or name mentioned on any paid or trade media
- Your business logo or name included in all digital promotions, including email newsletters and social media marketing (reach: 45k+)
- Ownership of on site event activation at one of the tour homes
- 1/2 page acknowledgement in digital tour program (artwork provided by sponsor)
- (4) complimentary Home Tour tickets
- All other benefits in Supporting sponsor level

### Supporting Sponsor - \$500 (4 Available)

- Your business logo displayed on the event website, linked back to your website
- 1/4 page acknowledgement in digital tour program (artwork provided by sponsor)
- (2) complimentary Home Tour tickets





Saturday, December 7 | A can't miss holiday parade tradition | Averages 1,500+

Every holiday season, over 1,500 members of the community gather to celebrate the holidays at the Broad Ripple Lights Up Festival. The Lights Up Festival features a children's wonderland and activity village with numerous holiday-themed activities and crafts. At twilight, watch the parade pass by before joining Santa for a lighting ceremony in the Village.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor - \$3,000 (1 Available)

- Your business included in all mentions of the event (i.e. Lights Up Festival, presented by [Your Company])
- Your business listed with the event on the BRVA sign kiosk at Westfield and College the week of the event
- Inclusion in public remarks throughout the event
- Your business logo or name on all Lights Up! printed materials
- All other benefits in Event and Supporting sponsor levels

### Event Sponsor - \$1,500 (1 Available)

- Your business on a custom banner at your sponsored location - possible options include Children's Wonderland, Tree Lighting Area, Santa Photo Area, etc.
- Your business logo or name mentioned on any paid or trade media
- Your business logo or name included in all digital promotions, including email newsletters and social media marketing (reach: 45k+)
- All benefits in Supporting sponsor level

### Supporting Sponsor - \$500 (1 Available)

- Complimentary booth space at the Children's Winter Wonderland
  - Must provide a child friendly activity/give away
- Your business logo displayed on the Lights Up Festival website, linked back to your website