

INVESTORSHIP LEVELS & Benefits

DOWNTOWN DEVELOPMENT

\$220 / \$200 Early Bird Special

Great for small business or those just starting out

How your investment benefits downtown improvement:

- Continuing Downtown revitalization efforts
- Marketing of Downtown as a destination
- Downtown Events
- Data tracking
- Streetscape and Infrastructure improvements
- Facilitation of community development projects
- Downtown Beautification & Holiday decorating

Business promotion tools:

- Business referrals
- Free promotion on Main Street social media
- Free advertising in Main Street e-mail newsletter
- Free business listing on russellmainstreet.com
- Main Street bucks program
- Opportunity to host What's Up in Russell
- Participation in promotional events

Business Revitalization & Enhancement Services:

- 0% interest and low interest low programs
- Grant discovery and assistance
- Upper-story redevelopment assistance
- Storefront improvement assistance
- Design and architectural assistance
- Access to business research and data
- Advocacy at state and local legislative levels

SILVER

\$550 / \$500 Early Bird Special

Great for established businesses who want to give back and help others succeed

All the above plus:

- Business logo on monthly newsletter
- Business logo on russellmainstreet.com
- Public recognition at one Main Street Event of choice
- Two VIP Tickets to annual Brew-Me Event

GOLD

\$1100 / \$1000 Early Bird Special

Pillars of the community who want to leave a lasting legacy as community builders

All the above plus:

- Partnership recognition on russellmainstreet.com
- Public recognition at all Main Street Events
- Four VIP Tickets to annual Brew-Me Event

FOOD TRUCK/HOME BASED

\$80 / \$75 Early Bird Special

Downtown Development level for food trucks & home based businesses

NON-PROFIT/INDIVIDUAL

\$55 / \$50 Early Bird Special

Downtown Development level for non-profit businesses or individuals who want to support Russell Main Street



Send Checks Payable to:
Russell Main Street Inc. 135 N 8th Russell KS 67665



Investor Guide

2026-2027

✉ director@russellmainstreet.com ☎ 785-483-2897
🌐 russellmainstreet.com 📘 [russellmainstreet](https://www.facebook.com/russellmainstreet)



we
support
your
success

why join **Russell Main Street**

At Russell Main Street, Inc. we are here to support your success and the success of our community. With a total rebrand of our program we are excited for you to become of part of the change. This coming year brings us excitement with the continuing development of the future Russell Maker-Space and grants awarded for building revitalization. Our City has been in works to secure a grant for a downtown streetscape and we are eager to see the changes to be happening very soon. Over this past year we saw an increase in private investment in our Downtown buildings and storefronts. Our hospitality has grown ten-fold and is quickly becoming a destination for consumers. We are proud to announce that your investorships have helped us to assist in securing over \$450,000 in private and public funds for the Downtown Historic Park project. It is officially complete and open for public use. As we approach the 2024-2025 investorship year we are looking forward to new community projects, events, businesses, and a thriving Downtown.

incentives & enhancement services

Russell Main Street offers an incentive package in the form of a low-interest loan (IWW Loan and Russell Loan Program.) The loan programs intend to create employment opportunities, save existing jobs, provide services and products, develop or strengthen new or existing businesses, acquire, rehabilitate or preserve properties, and create a stronger tax base. Russell Main Street offers loan opportunities for all members. Additionally, Russell Main Street works diligently to capitalize on outside programs and funding which can help strengthen our local businesses and bring more visitors to our community. As a designated Kansas Main Street and National Main Street program our organization has access to additional resources provided at the state and national level.

downtown events & consumers

We are dedicated to bringing consumers to our community. Whether its during the annual Bricks, Broncs, and BBQ, Brew Me, Weihnachtsfest, Weihn Walk, Lighted Christmas Parade, monthly What's up in Russell, or during St. Patrick's Day for the Blarney Stone Hunt, Russell Main Street offers individual businesses access to potential consumers.



business promotion

We are loyal to our investors and appreciate their support of Russell Main Street, in return we offer many tools for business promotion. Exclusively, we offer our investors the opportunity to host a What's Up in Russell. This event is an opportunity to promote specials, introduce new products or services, offer information on existing programs, and increase customer traffic. As our investor your business will proudly be recognized on our website and will be sent referrals. Once shared with us, your advertisements will be promoted to our Facebook and e-mail reach. Investors also have ability to accept Main Street Bucks, participate as sponsors at promotional events and post upcoming events in our monthly newsletter.

devoted to you – devoted to our community

At Russell Main Street, we build community. Through our events, programs, and projects we partner with 12 local organizations, combining resources and building partnerships. We are the doers. On a limited budget, we have learned to work creatively to create results for our community. Some of our projects are very visible in the community while others happen behind the scenes. All still creating a positive impact. Through our staple community events, zero percent interest loans, data tracking, revitalization efforts, beautification and design, we are dedicated to our Downtown and our entire community.

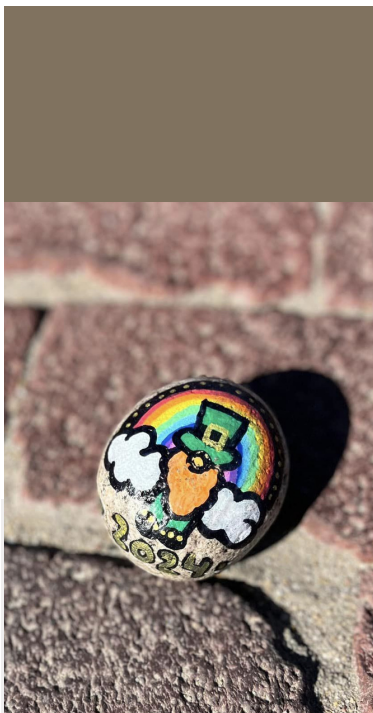
There are many reasons to join Russell Main Street, Inc. many that we sometimes fail to mention. We appreciate the 70 members that continue to trust in our organization and support us along the way. We appreciate the over 50 volunteers that give time so we can make an impact on our community. We continue to learn and adapt as we go. We know there is always work to be done and we are always ready to take on the task. If you are willing to commit to your community and get hooked on the Main Street mission we ask you to become an investor this year.

Get involved in our organization – help us make a difference.

Sincerely,

Jessica Somers

Jessica Somers Executive Director, Russell Main Street



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1991

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EVENT SPONSORSHIP

FOR UPCOMING FISCAL YEAR: JULY 1-JUNE 30

BRICKS/BRONCS/BBQ

October 2-3, 2026



- ☐ Boss Hog (two available) \$1,000
- ☐ Heavenly Hog (four available) \$750
- ☐ Grand Swine Sponsor \$500
- ☐ Fine Swine \$ 250
- ☐ Lil' Piggy \$100

BREW ME CRAFT/WINE FESTIVAL

October 3, 2026



- ☐ Platinum Signature (one available) \$2,000
- ☐ Tent (one available) \$1000
- ☐ Entertainment partner \$1,000
- ☐ Mug \$1000 (2 available)

WEIHNACHTSFEST

Parade Nov 28th Weihnachtsfest Dec 5, 2026



- ☐ Santa's Sleigh Sponsor \$500
- ☐ Santa's Elves Sponsor \$250
- ☐ Carriage Rides \$500

TRIVIA NIGHT

March 20, 2027



- ☐ Table Sponsor (10 available) \$25

BLARNEY STONE

- ☐ Will host clues
- March 14-16, 2027

WHAT'S UP IN RUSSELL

Third Thursday of Every Month

Event dates are subject to change.
Have an idea for a new event? Please get in touch!

Make Checks Payable to:
Russell Main Street Inc. 135 N 8th Russell
KS 67665



Thank You!



BUSINESS REGISTRATION

FOR UPCOMING FISCAL YEAR: JULY 1-JUNE 30

Please see the Investor Guide for a full description of our investorship levels. **Register by June 15 and save with our Early Bird Discount!**

INVESTOR LEVELS	REGULAR PRICE	EARLY BIRD: RETURN BY 6/15
GOLD	☐ \$1100.00	\$1000.00
SILVER	☐ \$550.00	\$500.00
DOWNTOWN DEVELOPMENT	☐ \$220.00	\$200.00
FOOD TRUCK/HOME BASED	☐ \$80.00	\$75.00
NON-PROFIT/INDIVIDUAL	☐ \$55.00	\$50.00
SPONSORSHIP TOTAL		N/A

You or any employee of your **business can benefit Russell** by serving on a committee or volunteering. Mark one or more of the options listed below for more information:

- ☐ Design
- ☐ Promotion
- ☐ Economic Vitality
- ☐ Board of Directors
- ☐ Special Events
- ☐ Interest-free loans

Business Name _____

Contact Person _____ Today's Date _____
(MM/DD/YY)

Address _____

Phone # _____ E-mail _____

Website _____

Facebook Name _____

Payment Options

- ☐ Bill Me
- ☐ Payment Enclosed
- ☐ Paying Quarterly (Please send the first quarter payment in the return envelope. We will send a statement in September, December, and March for your convenience.)
- ☐ Credit Card: MasterCard or Visa (please circle one)

Card # _____ Exp. Date _____ CVV _____ Billing Zip Code _____



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Thank You!