



PARTNER SPONSORSHIP PACKAGE

DDHAMMOND.COM

Dear Downtown Hammond Supporter,

Thank you for your interest in supporting the Hammond Downtown Development District. Our organization has led a 40-year community-driven effort to restore and revitalize our historic downtown. A quick stroll through our downtown offers a snapshot of an unmatched quality of life - lively attractions, dozens of restaurants, shops, and cultural experiences surrounded by storied architecture, shade trees, public art, and improved public spaces. Whether you're a long-time fan of #HammondAmerica or are new to the community, we invite you to join us in building an even better Downtown Hammond.

As a community-funded and supported organization, our goals and strategies are informed by an "on the ground" approach to meet the current and anticipated needs of business owners and community members. Our portfolio of work ranges from innovative public space development projects, such as the newly renovated Railroad Park, to providing business support through grant & loan programs available to 250+ small businesses located in our district. We host highly-anticipated annual events, such as Hot August and Starry November, that attract thousands of visitors to the area every year. We also spearhead the Hammond Farmers & Artisans Market which hosts 40+ local farmers and producers every Saturday in the heart of our downtown.

In 2022, it was our great honor to achieve nationwide recognition for our trend-setting, community-driven development as the recipient of Main Street America's Great American Main Street Award.

This award has given us the momentum to have ambitious goals for the upcoming year and beyond. We are eager to tackle the various initiatives outlined in our Master Plan including recruiting developments such as a grocery store and boutique hotel, promoting infill mixed-use development to attract diverse businesses, and infrastructure improvements to our parking malls, sidewalks, and streetscape.

Your contribution will enhance our ability to execute the meaningful initiatives mentioned above and will position your business or organization to be involved in true community transformation. Please be in touch with any and all questions at KENDALL_ML@HAMMOND.ORG or 985-277-5683. It is because of partners like you that we are able to propel our community forward so it is always "Happening in Hammond"!

--Michelle Kendall, DDD Executive Director



GOLD

\$15,000 PER YEAR

Logo/ name mention included as supporting community partner on the following:

- DDD website – homepage and bottom running banner
- Six full-page advertisements in Tangi Lifestyles
- Twelve digital rotating billboard panels (one per month)
- All print material including event posters, brochures, and Dining & Shopping Guides (Est. 8,000 print items per year distributed around Tangipahoa Parish)
- DDD Newsletter template (Est. 30 campaigns per year to audience of 3,000+ community members)
- Six radio interviews per year
- Quarterly radio advertisements

Social Media (all below would have some relevancy/ tie in to a DDD project or event)

- Twelve dedicated posts including graphic and/or photos (once per month)
- Four featured reels (quarterly)
- Includes logo placement on digital posters and tags in posts for event promotion

Events / in-person opportunities

- Ability to table at 12 markets per year (once per month), Fall and Spring seasons of Picnic in the Park, Hot August event, Railroad Roar, and Starry November event (21 events total)
- Display banner on stages and/or in high traffic event area
- Verbal recognition at events with PA



This level makes you the primary partner associated all DDD community initiatives. Payment plans are available. Reach statistics are available for each media outlet upon request.



SILVER

\$10,000 PER YEAR

Logo/ name mention included as supporting community partner on the following:

- DDD website – homepage
- Twelve digital rotating billboard panels (one per month)
- All print material including event posters, brochures, and Dining & Shopping Guides (Est. 8,000 print items per year distributed around Tangipahoa Parish)
- DDD Newsletter template (Est. 30 campaigns per year to audience of 3,000+ community members)
- Four radio interviews per year
- One radio advertisement

Social Media (all below would have some relevancy/ tie in to a DDD project or event)

- Six dedicated posts including graphic and/or photos (once per month)
- Two featured reels in a year
- Includes logo placement on digital posters and tags in posts for event promotion

Events / in-person opportunities

- Ability to table at 6 markets per year (every other month), Fall and Spring seasons of Picnic in the Park, Hot August event, Railroad Roar, and Starry November event (15 events total)
- Display banner on stages and/or in high traffic event area
- Verbal recognition at events with PA

Payment plans are available. Reach statistics are available for each media outlet upon request. Only one silver sponsorship available per year.





BRONZE

\$5,000 PER YEAR

Logo/ name mention included as supporting community partner on the following:

- DDD website – homepage
- All print material including event posters, brochures, and Dining & Shopping Guides (Est. 8,000 print items per year distributed around Tangipahoa Parish)
- DDD Newsletter template (Est. 30 campaigns per year to audience of 3,000+ community members)
- Two radio interviews per year

Social Media (all below would have some relevancy/ tie in to a DDD project or event)

- Four dedicated posts including graphic and/or photos (once per month)
- Once featured reel in a year
- Includes logo placement on digital posters and tags in posts for event promotion

Events / in-person opportunities

- Ability to table at 4 markets per year (quarterly), Fall OR Spring season of Picnic in the Park, Railroad Roar, Hot August event OR Starry November event (9 events total)
- Display banner on stages and/or in high traffic event area
- Verbal recognition at events with PA

Payment plans are available. Reach statistics are available for each media outlet upon request. Only one bronze sponsorship available per year.





ONE-TIME OPTION

DDD SIGNATURE EVENT - \$1,000

Choice of either Hot August or Starry Saturday. Our signature events reach thousands of community members and visitors. Limited availability.

- Complimentary Wine + Cheese Stroll registration (\$250+ value)
- Tabling opportunity in high-traffic event area
- Logo/ business name included in one event newsletter (3,000+ community members)
- Business name included on digital and print brochure (1,000+ printed), event webpage, and one social media post (12,000+ followers)

HAMMOND FARMERS & ARTISANS MARKET - \$500

Every Saturday 8AM to Noon in Railroad Park. Approx. 1,000 visitors attend each Saturday. Limited availability.

- Tabling opportunity at two markets (within the same month)
- Logo/ business name included in one event newsletter (2,000+ community members)
- Business name included on digital and print brochure (1,000+ printed), event webpage, and one social media post (12,000+ followers)

Payment plans are not available for our one-time sponsorship opportunities. Reach statistics are available for each media outlet upon request.





JOIN US!

DOWNTOWNHAMMOND@GMAIL.COM
985-277-5683

DDDHAMMOND.COM

[@downtownhammondla](https://www.instagram.com/downtownhammondla)

[FACEBOOK: @HammondDDD](https://www.facebook.com/HammondDDD)

*Thank you for investing in Downtown
Hammond, America!*