



These quarterly (March, June, September, and November) events are to promote shopping, entertainment, and dining in the historic downtown. The event starts at 5:00PM. Boutique stores stay open until 8:00 PM. The average attendance for each event in 2025 was 2000 people. Attendance is high for this event due to focused marketing in collaboration with the participating businesses.

\$2000 Sponsor Benefits

- Sponsor logo on print advertising
- Logo on poster and social media
- Sponsors gain added recognition through flyers shared by local businesses, with organic social media promotion boosting visibility across diverse audiences.
- Logo on website all year
- VIP Magazine recognition
- Opportunity to set up a tent and give out promotional items during the event.

Our Mission

To maintain, enhance, and promote the historic downtown as the heart of our community.

Our Vision

To position Main Street as downtown experts by advocating and collaborating with public, private and community partners to educate, inform, empower, and create a sense of place by cultivating an inclusive, diverse, and progressive revitalization program in the historic district.

To lock in your sponsorship today contact Sarah Calender at sarah@downtownmurfreesboro.com

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