



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

WWW.MAINSTREETMURFREESBORO.ORG/DOWNTOWNAFTERS5














MURFREESBORO SATURDAY MARKET

Held every Saturday morning 8:00-Noon from May through October around the Rutherford County courthouse.

Seventy-five middle Tennessee vendors sell products produced, grown, or baked. Between 2-3,000 attendees come to the market every Saturday. Sponsors have a unique opportunity to engage directly with attendees walking around the market loop.



- *Over 20K Saturday Market Website views annually*
- *Over 26K Facebook Followers*

| FEATURES | \$3000 GARDENER | \$5000 FARMER | \$6000 HARVESTER |
|---|---|--|---|
| 10x10 tent on site | 2 times* | 4 times* | 6 times* |
| Ability to attend 2 more times for \$500 per visit | | |  |
| VIP Magazine recognition |  |  |  |
| Business recognition on social media the week of attendance |  |  |  |
| Logo and story write-up in the Market newsletter the week of attendance |  |  |  |
| Logo on Saturday Market website year around |  |  |  |

*Sponsors are allowed to choose the Saturdays they want to attend, given an opening is available (two sponsors per Saturday are scheduled).



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2026 Taste of Rutherford Sponsorship Opportunities

“Step back in time. Sip. Savor. Celebrate.”

July 18th Main Event: 6:00-9:00 PM

VIP Hour: 5:00-6:00 PM inside Oakland’s Mansion

VIP Experience

Specialty cocktail tastings and tours inside the mansion. Veranda reception with “Southern small plates”. Private instrumental music & photo booth
VIP Experience continues inside Maney Hall with access to a private bar & a Craft beer garden with over 20 local restaurants providing tastings.

Sponsorship Benefits Include

- Identified as sponsor on ticket link
- Company name on yard sign at event
- Recognition in newsletter
- Recognition on social media & website
- VIP magazine recognition

Gold Sponsor

\$2,000

- 10 VIP tickets
- Sponsorship benefits above

Silver Sponsor

\$1,200

- 6 VIP tickets
- Sponsorship benefits above

Bronze Sponsor

\$800

- 4 VIP tickets
- Sponsorship benefits above

Exclusive Sponsorships

Include all benefits mentioned plus....

Presenting Sponsor

Exclusive \$6,000

- Upgrades include 25 VIP tickets
- Logo on tasting cup for VIP/beer garden
- Signage at entrance of event
- Video promo for social media

VIP Area Sponsor

Exclusive \$5,000

- Upgrades include 20 VIP tickets
- Branded merchandise for VIP attendees
- Signage in VIP area
- Video promo for social media

Music Sponsor

Exclusive \$4,000

- Upgrades include 15 VIP tickets
- Signage in front of Band/Stage

Beer Garden Sponsor

Exclusive \$3,000

- Upgrades include 12 VIP tickets
- Signage in Beer Garden area

You can use sponsor tickets to share with clients or employees.

VIP tickets sold outside of sponsorships are \$150 per ticket.
















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2026 SPONSORSHIP OPPORTUNITIES

Free community concerts are held in front of the Rutherford County Courthouse on a Friday evening, June-September, from 6:30-9:30 PM. The average attendance is 2,000.

| FEATURES | EXCLUSIVE | \$3,000 | \$2,000 |
|--|---|--|---|
| | PRESENTING SPONSOR <i>four concerts</i> | STAGE SPONSOR <i>per concert</i> | BAND SPONSOR <i>per concert</i> |
| Speaking on stage per event | 2 times | 1 time | 0 |
| Signage on stage | Top |  |  |
| VIP Magazine recognition |  |  |  |
| 10x10 tent on site |  |  |  |
| Logo on website & social media |  |  |  |
| Logo on season poster around town <i>If committed by April 17th</i> |  |  |  |
| Logo on print ads |  |  | If sponsors 2 or more concerts |
| Main Street Champion recognition on homepage |  | | |
| Feature spotlight on social media |  | | |
| Recognition from stage | | |  |

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WWW.MAINSTREETMURFREESBORO.ORG/FRIDAY-NIGHT-LIVE/

CELEBRATE CHRISTMAS SPONSORSHIP 2026

Held on the first Friday night of December, the official Rutherford County tree lighting event is held around the courthouse from 6-8 PM. Main Street Murfreesboro organizes entertainment for a stage performance, ending with Santa turning on the tree lights. Over 2,000 attendees attend this annual traditional event. Sponsors provide free activities, games, or treats for children around the courthouse from 6-8 PM. Free pictures with Santa are inside the courthouse from 7-8 PM.



EXCLUSIVE

| FEATURES | ELF SPONSOR | CARRIAGE SPONSOR | SANTA SPONSOR | WINDOW SPONSOR | STAGE SPONSOR | PRESENTING SPONSOR |
|--|-------------|------------------|---------------|----------------|---------------|--------------------|
| | \$1000 | \$2000 | \$3000 | \$4000 | \$5000 | \$6000 |
| Signage at the Carriage Rides area | | | | | | |
| Corporate presence on site with 10x10 tent | | | | | | |
| Sponsor logo on screen at event | | | | | | |
| Sponsor recognition from stage | | | | | | |
| VIP Magazine recognition in December | | | | | | |
| Logo on Christmas website all year | | | | | | |
| Logo on (PR , social media & event poster) | | | | | | |
| Professionally recorded 30sec video shared on social media & at the event. | | | | | | |
| Main Street recorded video on social media | | | | | | |
| Recognition on signage at event | | | | | | |
| Main Street Champion recognition on homepage | | | | | | |
| Presence on stage at event | | | | | | |

MAIN STREET

MURFREESBORO

Champions 2026

Main Street Champions are dedicated partners who collectively invest \$5,000 or more in sponsorships during a calendar year, helping us sustain and grow programs that keep downtown vibrant.

Benefits

- Sponsor logo on Main Street's website homepage all year.
- Complimentary tickets with On-Stage Recognition at the Annual Meeting
- VIP Magazine recognition in November
- Video opportunity on why you support Main Street Murfreesboro
- Year-end social media recognition in the 1st quarter of 2027

Our Mission

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