

∴ **HISTORIC WILLAMETTE**  
∴ **BUSINESS DISTRICT**

**2026**

**SPONSORSHIP  
PROGRAM**

**Where Rivers and People Meet**

West Linn

∴ [sponsorship@historicwillamette.com](mailto:sponsorship@historicwillamette.com)  
∴ 503-607-8033



# WHO WE ARE

Located in the heart of West Linn, our organization is a proud member of the Main Street America and Oregon Main Street networks, united by a shared mission to create vibrant, thriving communities through the Four-Point Approach™: Economic Vitality, Design, Promotion, and Organization. This framework guides our work to preserve our historic charm, foster community connections, and support the local businesses that make our district unique. Historic Willamette Main Street is one of only eight Accredited Main Streets in Oregon out of more than 100 organizations statewide.

To fulfill this mission, our work is carried out through two complementary nonprofit entities:

- 1. Historic Willamette Main Street 501(c)(6):** Supporting the local business community through resources, advocacy, and events, we help businesses thrive while creating a more engaging environment for residents and visitors alike. It is also home to our signature programs, including the Wednesdays in Willamette Summer Street Market, the Winter in Willamette Holiday Market, Wine Walks, as well as seasonal and cultural events that bring the community together. Our markets support local farmers, artisans, and residents while enriching the community's quality of life and offering a welcoming place for entrepreneurs to introduce new products. Our markets also maintain a longstanding membership with the Oregon Farmers Market Association.
- 2. Historic Willamette - A Main Street Community 501(c)(3):** Celebrating our district's historic character and beauty, this entity focuses on educational and charitable activities. Through design, preservation, placemaking, and beautification projects, we bring people together to share in the unique charm of our district.

Together, these two entities allow us to create a balanced and connected organization, where history, commerce, and community meet. Whether you're a local business owner, a resident, or a visitor, your involvement makes a difference. Join us in building a Main Street that's welcoming, vibrant, and full of life for generations to come!

*Proud members of the following networks*



2026 HWMS SPONSORSHIPS



# WHAT WE DO



**Historic Willamette Main Street 2025 Events**

03/17	4-7pm	St. Patrick's Day in Willamette
04/05	4-7pm	Willamette's Spring Wine Walk
05/05	4-7pm	Cinco de Mayo in Willamette
05/21	4-8pm	Wednesday in Willamette Summer Street Market (10:00-5:00)
07/12	10am	Old Time Fair Parade
08/06	9-3pm	Willamette Chalk Art Festival
08/06	4-7pm	Willamette's Autumn Wine Walk
10/04	2-6pm	WillametteFEST
10/31	3-6pm	Halloween in Willamette
11/25	9pm	Small Business Saturday
12/25	8pm	Willamette Holiday Tree Lighting
12/31		Winter in Willamette & Bridge Market

WILLAMETTE BUSINESS DISTRICT  
WILLAMETTE PARK DRIVE • WEST Linn  
HistoricWillamette.com



# WHY YOUR SUPPORT MATTERS



## Your Contributions Help Us:

- Host vibrant events like *Halloween in Willamette* and the *Holiday Tree Lighting*, bringing neighbors and visitors together.
- Sustain and grow the 18-week Summer Market, supporting local farmers, artisans, and small business entrepreneurs.
- Preserve and enhance our district through projects like the *Historic Plaques Program* and other beautification efforts.
- Cover operating expenses that allow us to continue building a strong connected community.

## Invest In The Future

Every dollar you contribute helps sustain and grow Historic Willamette’s mission to make our community a more vibrant and welcoming place for all. Together, we can ensure that Historic Willamette continues to thrive.

## Building a Thriving Community Together

Historic Willamette exists solely because of the generosity of our community through donations, grants, and sponsorships. Unlike some organizations, we receive no guaranteed funding—every event, program, and improvement project is made possible through the generous support of people like you.

Over the past four years, we’ve transformed local events such as *Willamette Wine Walks* and *Wednesdays in Willamette Summer Street Market* into cherished community traditions. This progress would have been possible without countless volunteer hours and strong community support.

# OUR EVENTS

## A YEAR OF CONNECTION

From community celebrations to unique seasonal markets, our events bring people together while supporting local businesses and artists.



Here's our exciting 2026 event schedule:

- St. Patrick's Day in Willamette 3/17
- Willamette Spring Wine Walk 4/11
- Cinco de Mayo in Willamette 5/05
- Old Time Fair Parade 7/11
- Willamette Chalk Walk 9/12
- Willamette Fall Wine Walk 9/12
- WillametteFEST 10/04
- Halloween in Willamette 10/31
- Willamette Brews & Spirits Stroll 11/07
- Small Business Saturday 11/28
- Historic Willamette Main Street Tree Lighting 12/05
- Winter in Willamette & Holiday Market 12/12
- Wednesdays in Willamette Summer Street Market (18 weeks) 5/13-9/09



# SPONSORSHIP OPPORTUNITIES WEDNESDAYS IN WILLAMETTE SUMMER STREET MARKET

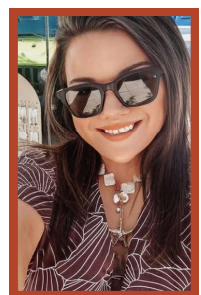
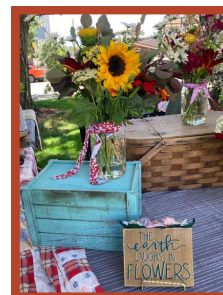
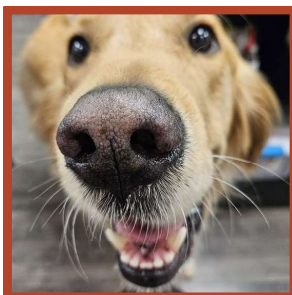
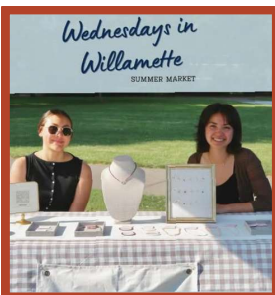
For 18 weeks each summer, Historic Willamette comes alive every Wednesday evening with our beloved Summer Street Market. This vibrant open-air market transforms the heart of our district into a bustling hub of activity, drawing approximately 70 vendors each week and welcoming about 1,500 attendees. Guests enjoy farm-fresh produce, handmade artisan goods, delicious food from local vendors, and lively entertainment that celebrates our community's spirit.

Designed to support small business startups, the market provides an accessible launchpad for new entrepreneurs - offering a low-cost, high-visibility space to introduce products, test ideas, and build a customer base. We also proudly feature Kid Vendors, giving young makers and entrepreneurs the opportunity to operate their own booth, gain hands-on business experience, and share their creativity with the community.



A special highlight for families is our Power of Produce (POP) Program, which encourages healthy eating and hands-on learning for kids ages 5-12. Each week, children receive \$2 in tokens to spend on fresh produce, produce-producing plants, or honey - giving them the chance to make their own food choices while meeting the farmers who grow it. This popular program not only fosters lifelong healthy habits but also makes the market a must-visit destination for families all summer long.

For more information about the POP Program, please contact our Executive Director at [executivedirector@historicwillamette.com](mailto:executivedirector@historicwillamette.com).



# MAY 13 - SEPTEMBER 9

## WEDNESDAYS IN WILLAMETTE SUMMER STREET MARKET

<b>SPONSOR LEVEL BENEFITS:</b>	<b>PLATINUM \$10,000 (1 Available)</b>	<b>GOLD \$5,000 (2 Available)</b>	<b>SILVER \$3,000 (4 Available)</b>	<b>BRONZE \$1,000</b>
NAMING RIGHTS: (e.g. Wednesdays In Willamette Summer Street Market presented by XLG Company)	✓			
Option to renew as next year's sponsor of the event at same level	✓	✓		
Recognition on Press Release	✓	✓		
Hyperlink on our website event post	✓	✓		
Hyperlink on our website event post Logo recognition on event poster *	✓	✓	✓	
Logo recognition on event sidewalk signage *	✓	✓	✓	
Option for Sponsor's Booth in prominent location	<b>Most prominent 10x2' available spaces</b>	<b>2nd most prominent 10x10 available spaces</b>	<b>3rd most prominent of 10x10 available spaces</b>	
Promotional materials can be left at our Informational Table visited by attendees and parents of our Power of Produce participants.	✓	✓	✓	
Logo on HWMS Booth Banner *	✓	✓	✓	Name Only
Logo recognition on social media announcements	<b>At least 5 times</b>	<b>At least 3 times</b>	<b>At least 2 times</b>	<b>At least 1 time</b>
Recognized by announcer for your sponsorship if applicable	✓	✓	✓	✓

\* Need confirmed sponsorship 60 days in advance of event to be included on printed materials

# SPONSORSHIP OPPORTUNITIES

## WALKS & STROLLS



**APRIL 11**

### **Willamette Spring Wine Walk:**

Sip and stroll through Historic Willamette, enjoying tastings from regional wineries while exploring local shops and restaurants.



**SEPTEMBER 12**

### **Willamette Autumn Wine Walk:**

Experience the flavors of fall with a curated wine-tasting event featuring local wineries, live entertainment, and a charming small-town atmosphere.

**NOVEMBER 7**

### **Willamette Brews & Spirits Stroll:**

Raise a glass to the best of the Northwest's craft culture! This lively stroll features tastings from local breweries and distilleries as participants explore the shops, eateries, and vibrant atmosphere of Historic Willamette. Enjoy bold flavors, unique small-batch creations, and a community celebration of hops, grains, and craft spirits.



# WALKS AND STROLLS

Pricing is per event

<b>SPONSOR LEVEL BENEFITS:</b>	PLATINUM \$2,000 (1 Available)	GOLD \$1,000 (2 Available)	SILVER \$700 (4 Available)	BRONZE \$300
NAMING RIGHTS: (e.g. Willamette Spring Wine Walk presented by XLG Company)	✓			
Logo to appear on commemorative glass along with event logo *	✓			
Logo to appear on event attendee bag along with event logo*	✓	✓		
Option to renew as next year's sponsor of same event at same level	✓	✓		
Recognition on Press Release	✓	✓		
Hyperlink on our website event post	✓	✓		
Option for Sponsor's Booth in prominent location	(1st choice of location)	(2nd choice of location)	(3rd choice of location)	
Logo recognition on event poster *	✓	✓	✓	
Complimentary tickets with event glass & bag. (All ticket holders must be 21 or over)	4 Tickets	2 Tickets	1 Ticket	
Logo recognition on event sidewalk signage *	✓	✓	✓	
Recognized by announcer for your sponsorship if available	✓	✓	✓	✓
Logo on HWMS Booth Banner *	✓	✓	✓	Name Only
Logo recognition on social media announcements	At least 4 times	At least 3 times	At least 2 times	At least 1 time
Recognized on event confirmation to attendees	✓	✓	✓	✓

\* Need confirmed sponsorship 60 days in advance of event to be included on printed materials

# SPONSORSHIP OPPORTUNITIES

## SINGLE DAY EVENTS

Each event offers unique sponsorship opportunities designed to align with your business goals while supporting the community.



### MARCH 17

**St. Patrick's Day in Willamette:** Celebrate Irish heritage with live music, themed food and drinks, family-friendly activities, and a festive community atmosphere.

### MAY 5

**Cinco de Mayo in Willamette:** A vibrant cultural celebration featuring traditional Mexican music, dance, and educational displays. A highlight of the event is our partnership with the West Linn High School Latino Student Union (LSU). Their students help bring cultural authenticity through performances, activities, and informative presentations. We proudly feature the LSU logo on event materials in recognition of their contributions.



### SEPTEMBER 12

**Willamette Chalk Walk:** Artists of all ages transform sidewalks into colorful works of art during this vibrant, family-friendly festival.

### OCTOBER 4

**WillametteFEST:** A day of community featuring live entertainment, local vendors, family activities, and a celebration of all things Willamette.

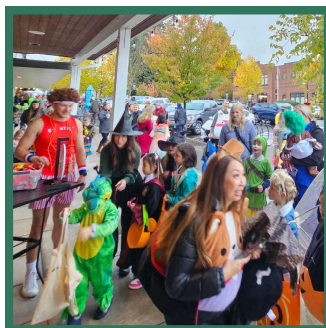


### DECEMBER 5

**Historic Willamette Main Street Tree Lighting:** Ring in the holiday season with a magical evening of lights, caroling, and festive cheer in the heart of Willamette. The City of West Linn's holiday parade will take place just prior to our tree lighting.

### DECEMBER 12

**Winter in Willamette:** Enjoy holiday shopping, seasonal activities, and warm community spirit during this charming winter celebration.



# SPONSORSHIP OPPORTUNITIES

## SINGLE DAY EVENTS Pricing is per event

<b>SPONSOR LEVEL BENEFITS:</b>	<b>PLATINUM \$1,500 (1 Available)</b>	<b>GOLD \$750 (2 Available)</b>	<b>SILVER \$500 (4 Available)</b>	<b>BRONZE \$250</b>
NAMING RIGHTS: (e.g. Willamette Spring Wine Walk presented by XLG Company)	✓			
Option to renew as next year's sponsor of the same event at same level	✓	✓		
Recognition on Press Release	✓	✓		
Hyperlink on our website event post	✓	✓		
Option for 10'X10' Sponsor's Booth in prominent location (sponsor operated)	<b>(1st choice of location)</b>	<b>(2nd choice of location)</b>	<b>(3rd choice of location)</b>	?
Logo recognition on event poster *	✓	✓	✓	
Logo recognition on event sidewalk signage *	✓	✓	✓	
Recognized by announcer for your sponsorship if applicable	✓	✓	✓	✓
Logo on HWMS Booth Banner *	✓	✓	✓	Name Only
Logo recognition on social media announcements	<b>At least 4 times</b>	<b>At least 3 times</b>	<b>At least 2 times</b>	<b>At least 1 time</b>

\* Need confirmed sponsorship 60 days in advance of event to be included on printed materials

# SPONSORSHIP OPPORTUNITIES

## OLD TIME FAIR PARADE



### JULY 11

A cherished tradition in our community, the Historic Willamette Main Street Old Time Fair Parade kicks off on Saturday morning of the City of West Linn’s Old Time Fair weekend. Families, businesses, and local organizations come together to showcase creatively decorated floats, classic cars, and costumed participants as they make their way through the heart of historic Willamette. Spectators line the streets to enjoy the festive atmosphere before heading to Willamette Park for a full day of fair activities.

Sponsors are encouraged to have an entry in the parade, with a banner available to highlight their sponsorship. Sponsor business volunteers are also welcome to assist during lineup, providing additional exposure for local businesses.



**West Linn Old Time Fair Parade**



**YOUR NAME & LOGO HERE**



**PLATINUM LEVEL SPONSOR**



# SPONSORSHIP OPPORTUNITIES

## OLD TIME FAIR PARADE

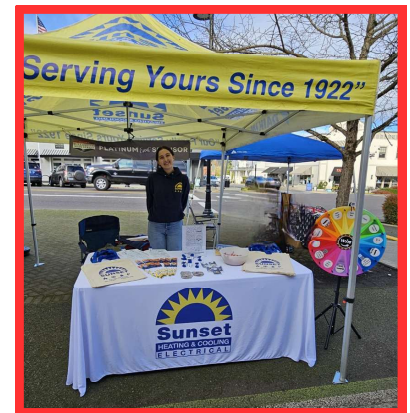
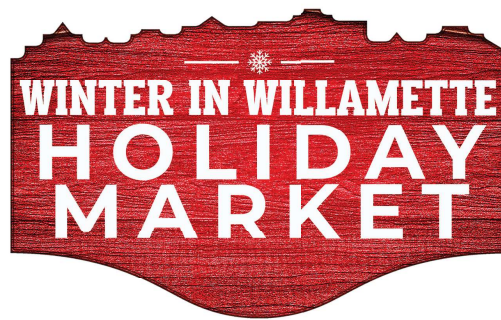
<b>SPONSOR LEVEL BENEFITS:</b>	<b>PLATINUM \$2,000 (1 Available)</b>	<b>GOLD \$1,000 (2 Available)</b>	<b>SILVER \$700 (4 Available)</b>	<b>BRONZE \$300</b>
Prominent parade lineup position immediately following emergency vehicles	✓			
Sponsors Trophy, representatives from your company will judge this category and will award trophy to winner prior to parade. Pictures to be shared on social media.	✓			
Option to renew as next year's sponsor of the event at same level	✓	✓		
Hyperlink on our website event post	✓	✓		
Recognition on Press Release	✓	✓		
Parade Banner recognizing sponsorship level	✓	✓		
Logo recognition on event poster *	✓	✓	✓	
Option for Sponsor's Booth in prominent location	(1st choice of location)	(2nd choice of location)	(3rd choice of location)	
Logo recognition on event sidewalk signage *	✓	✓	✓	
Logo recognition on social media announcements	At least 4 times	At least 3 times	At least 2 times	At least 1 time
Sponsor recognition by Parade Announcer	✓	✓	✓	✓
Recognition on communications with parade entrants	✓	✓	✓	✓
Logo on HWMS Booth Banner *	✓	✓	✓	Name Only

\* Need confirmed sponsorship 60 days in advance of event to be included on printed materials

# SPONSORSHIP OPPORTUNITIES

## HISTORIC WILLAMETTE HOLIDAY MARKET

Set in the heart of Willamette, this bustling holiday market brings the magic of the season to life! Spanning two indoor venues and the festive outdoor sidewalks between them, it is a highlight of our Winter in Willamette celebration. Shoppers can browse a wonderland of handcrafted gifts, seasonal treats, and holiday décor. A sell-out event year after year, this market is one of the most coveted in the region, featuring more than 70 vendors to shop.



# SPONSORSHIP OPPORTUNITIES

<b>WINTER IN WILLAMETTE HOLIDAY MARKET</b>				
<b>SPONSOR LEVEL BENEFITS:</b>	<b>PLATINUM \$2,000 (1 Available)</b>	<b>GOLD \$1,000 (2 Available)</b>	<b>SILVER \$700 (4 Available)</b>	<b>BRONZE \$300</b>
<i>NAMING RIGHTS:</i> (e.g. Historic Willamette Holiday Market presented by XLG Company)	✓			
First option to renew as next year's sponsor of this event	✓	✓		
Recognition on Press Release	✓	✓		
Hyperlink on our website event post	✓	✓		
Logo recognition on event poster *	✓	✓	✓	
Option for Sponsor's Booth in prominent location	<b>(1st choice of location)</b>	<b>(2nd choice of location)</b>	<b>(3rd choice of location)</b>	
Logo recognition on event sidewalk signage *	✓	✓	✓	
Logo recognition on social media announcements	<b>At least 4 times</b>	<b>At least 3 times</b>	<b>At least 2 times</b>	<b>At least 1 time</b>
Recognition on vendor confirmation communication	✓	✓	✓	✓
Recognition by emcee for your sponsorship at event during awards presentation	✓	✓	✓	✓
Logo on HWMS Booth Banner *	✓	✓	✓	Name Only

\* Need confirmed sponsorship 60 days in advance of event to be included on printed materials

# SUSTAINING GIFTS | ONE TIME DONATIONS

DONATIONS - Please support as an annual or monthly Sustaining Donor									
	Willamette Legacy Circle	Main Street Visionary	District Champion	Community Catalyst	Benefactor	Investor	Advocate	Supporter	Friend
Recurring Annual Gift	\$12,000	\$6,000	\$2,400	\$1,800	\$1,200	\$720	\$480	\$240	\$120
Recurring Monthly Gift	\$1,000	\$500	\$200	\$150	\$100	\$60	\$40	\$20	\$10
Business Donation (to 501c6)									
Business Donation (to 501c3)									

We celebrate our generous donors year-round with prominent recognition on our website, and digital platforms, reinforcing your commitment to our community.

Your donations help us preserve our district's charm, create educational programs, and invest in lasting improvements.

### Are my contributions tax-deductible?

Donations made to Historic Willamette - A Main Street Community (501(c)(3)) for charitable or educational purposes are tax-deductible to the extent allowed by the law.

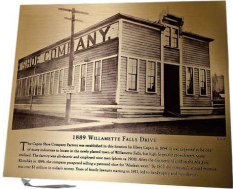
We encourage donors to consult their tax advisor to verify if sponsorships or contributions for events and economic development projects are tax-deductible.

## QUALIFIED CHARITABLE DISTRIBUTIONS (QCDs)

If you are age 70½ or older, you may be eligible to support Historic Willamette through a Qualified Charitable Distribution (QCD) from your IRA. A QCD allows you to make a direct gift to Historic Willamette - A Main Street Community (501(c)(3)) while potentially satisfying all or part of your Required Minimum Distribution (RMD) and reducing taxable income.

QCDs are a meaningful way to invest in the preservation, vitality, and future of Historic Willamette while aligning your charitable giving with your financial planning goals.

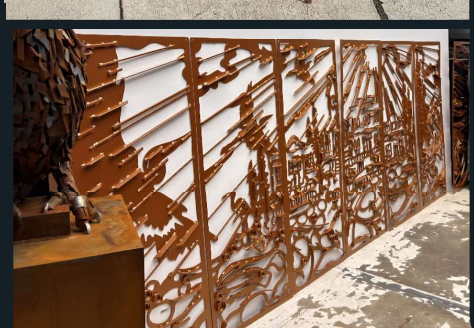
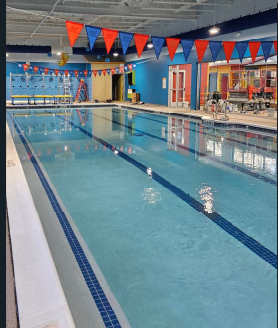
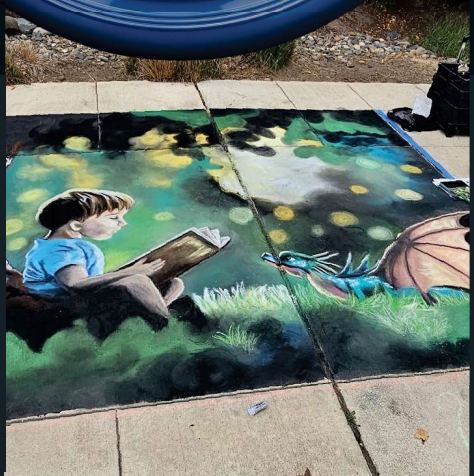
## SUPPORT OPPORTUNITIES



Our **Historic Plaque Campaign** honors the rich history of Willamette by showcasing the stories behind significant buildings, places, and activities in the district. Designed in partnership between our Design Committee and the West Linn Historic Society, these beautifully crafted plaques serve as lasting tributes to our community's heritage. Each plaque costs approximately \$1,500 and brings the past to life, connecting residents and visitors to the people and events that shaped our historic district.



Our **Interpretive Signage Campaign** highlights the larger stories that define Willamette's unique history and sense of place. From commemorating significant landmarks like the Willamette Meteorite to wayfinding signage at Willamette Park that connects visitors to Main Street, these signs serve as important educational and navigational tools. Thoughtfully designed to blend history with function, they help residents and visitors alike discover and appreciate the rich heritage of our community. Approximate cost is \$3,500 - \$6,500 depending on content and size.



**WILLAMETTE HOLIDAY  
TREE LIGHTING**

**WEST LINN**

**HISTORIC  
WILLAMETTE  
MAIN STREET**



Historic  
Willamette  
Main Street

# 2026 ANNUAL SPONSORSHIP & DONATION SIGN-UP SHEET

Mark all sponsorships or donations you are interested in and return to our office or use the QR code to submit information online



## SINGLE DAY SPONSORSHIPS Pricing Is Per Event

<b>SPONSOR LEVEL:</b>	<b>PLATINUM \$1,500 (1 Available)</b>	<b>GOLD \$750 (2 Available)</b>	<b>SILVER \$500 (4 Available)</b>	<b>BRONZE \$250</b>
<i>St. Patrick's Day in Willamette</i>				
<i>Cinco de Mayo in Willamette</i>				
<i>Willamette Chalk Walk</i>				
<i>WillametteFEST</i>				
<i>Historic Willamette Main Street Tree Lighting</i>				
<i>Winter In Willamette</i>				

## WALKS AND STROLLS Pricing Is Per Event

<b>SPONSOR LEVEL:</b>	<b>PLATINUM \$2,000 (1 Available)</b>	<b>GOLD \$1,000 (2 Available)</b>	<b>SILVER \$700 (4 Available)</b>	<b>BRONZE \$300</b>
<i>Willamette Spring Wine Walk</i>				
<i>Willamette Autumn Wine Walk</i>				
<i>Willamette Brews &amp; Spirit Stroll</i>				

## WEST LINN OLD TIME FAIR PARADE

<b>SPONSOR LEVEL:</b>	<b>PLATINUM \$2,000 (1 Available)</b>	<b>GOLD \$1,000 (2 Available)</b>	<b>SILVER \$700 (4 Available)</b>	<b>BRONZE \$300</b>
<i>West Linn Old Time Fair Parade</i>				

# MARKETS

<b>SPONSOR LEVEL:</b>	<b>PLATINUM</b> \$10,000 (1 Available)	<b>GOLD</b> \$5,000 (2 Available)	<b>SILVER</b> \$3,000 (4 Available)	<b>BRONZE</b> \$1,000
<i>Wednesdays In Willamette Summer Street Market</i>				
<b>SPONSOR LEVEL:</b>	<b>PLATINUM</b> \$2,000 (1 Available)	<b>GOLD</b> \$1,000 (2 Available)	<b>SILVER</b> \$700 (4 Available)	<b>BRONZE</b> \$300
Winter In Willamette Holiday Market				

## SUPPORT OPPORTUNITIES

<b>SPONSOR LEVEL:</b>	<b>PLAQUE</b> \$1,300 (# of Plaques to sponsor)	
Historic Willamette Plaque Program		
<b>SPONSOR LEVEL:</b>	<b>PLAQUE</b> Cost varies depending on topic/size Executive Director will be in touch regarding price	
Interpretive Signage Program	\$	Signage Topic:

## DONATIONS - Please support as an annual or monthly Sustaining Donor

	Willamette Legacy Circle	Main Street Visionary	District Champion	Community Catalyst	Benefactor	Investor	Advocate	Supporter	Friend
Recurring Annual Gift	\$12,000	\$6,000	\$2,400	\$1,800	\$1,200	\$720	\$480	\$240	\$120
Recurring Monthly Gift	\$1,000	\$500	\$200	\$150	\$100	\$60	\$40	\$20	\$10
Business Donation (to 501c6)									
Business Donation (to 501c3)									

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Enclosed is my check     Send me an electronic invoice (processing fees will apply)

**Mail completed sign-up sheet to:**

Historic Willamette Main Street

1754 Knapps Alley

West Linn, OR 97267

OR

email: [sponsorship@historicwillamette.com](mailto:sponsorship@historicwillamette.com)

# CONNECT WITH US



## EMAIL

[sponsorship@historicwillamette.com](mailto:sponsorship@historicwillamette.com)



## WEBSITE

[historicwillamette.com](http://historicwillamette.com)



## PHONE

503-607-8033

