



Ashburnham Downtown Banner Sponsorship Program 2023

We are excited to introduce our recently re-designed Downtown Pole Banner Sponsorship Program. We are in the process of updating the decorative banners on Main Street in alignment with the Town of Ashburnham's rebranding and marketing strategy. All Ashburnham-based businesses and non-profits are welcome to participate!

GOAL

The Ashburnham Economic Development Commission (AEDC) has made it a top priority to support the beautification of the downtown area and establish a more festive atmosphere in the village center by highlighting and promoting local businesses and non-profits. All proceeds from this program will be re-invested in future Downtown Banner Programs.

PLAN

Provide four (4) seasonal banners on decorative lamp posts in downtown Ashburnham. Preliminary plans call for three (3) banners to be sponsored by local businesses and non-profits, and one (1) banner to be provided by the Ashburnham Economic Development Commission through the generous donation of Cushing Academy. This new banner program will feature two-part banners with the sponsors name appearing on the bottom part of all four (4) banners. The banners will rotate out every three (3) months.

The schedule will be:

- September to November
- December to February
- March to May
- June to August

BENEFITS OF SPONSORSHIP

-Funds raised through the banner sponsorships will be utilized to promote, preserve, and revitalize the downtown area to encourage residents to shop downtown, increasing traffic to the area businesses.

-Recognition of businesses and non-profits as active supporters of the downtown revitalization program.

-A single lamp post banner display offers year-round advertising at less cost than a one-time display ad in print publications.

BANNER INFORMATION

24" X 48", High Quality Single- Ply Sunbrella fabric, 1-ink color, 1 design, 2-sides.

This program involves a "Main" banner with three (3) grommets at the bottom and a Banner "Slice" or "Hang Down" with the Sponsor's name. The banner and banner slice are connected with a cable tie or bolt/nut. The slices can be changed out at different times as sponsors come and go.

The extent of the graphics on the banner slice will depend on the banner main. If the top banner is made on Sunbrella fabric, the banner slice can only be one color.

COSTS

We are pleased that the cost for the sponsorship has not increased from the original program and the quality of the product has proved to last far beyond the initial 3-year warranty.

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The cost for this sponsorship is only \$600 for a business or non-profit to be an active supporter of the Ashburnham Downtown Banner Program.

We have only 25 available lamp posts and in 2018 all 25 posts were sponsored!

The sponsorships will be on a "first come first serve" basis, so become a Sponsor before it is too late!

There are two (2) payments options:

Option #1

If paid in full by October 15, 2023 we are able to offer a discounted sponsorship of \$575 for three banners.

Option #2

Three (3) year payment plan with first payment of \$300 for first year, and \$150 for the second and third year.

Please contact Ron Putnam if you have any questions.

Email: ronlputnam@comcast.net Phone: 978-257-0472

To start your enrollment for sponsorship simply fill out the form below and mail it with your check made out to Town of Ashburnham (please write "2023 Banner Sponsor" on the memo) and send to:

Town of Ashburnham
32 Main Street, Ashburnham, MA 01430
Attn: Ron Putnam - Banner Program

Sponsor's contact name: _____ **Date:** _____

Sponsor phone number: _____ **Sponsor email:** _____

- **Option #1:** Paid in Full = \$575 ____
 - Includes \$25 discount
- **Option #2:** 3 Payments (over three years) = \$600 ____
 - \$300 1st year, \$150 the 2nd & 3rd year

Ashburnham Downtown Banner Sponsor 2023

Business Name to Appear on Banner (please print):

(Maximum 3 lines, 14 Characters per line)

Examples of banners:

