



February 27, 2017

DABA  
P.O. Box 6122  
Auburn, IN 46706

Fellow Community Involvement Member,

The Downtown Auburn Business Association (DABA), The DeKalb Visitor's Bureau, Auburn Downtown Advisory Committee, The James Foundation and the DeKalb Chamber Partnership are partnering to bring us "The Sixth Annual Discovering Historic Auburn" event. We look forward to your support by joining hands with us as a sponsor!

The event, situated outdoors on 6<sup>th</sup> street between North Jackson and North Main Streets, takes place **Sunday, May 21<sup>th</sup> 2017 from 11:00am to 5:00pm**. The day will showcase everything our quaint town offers from local restaurants, businesses, attractions, free museum tours, historic horse drawn wagon tours and live entertainment. Helping us make our 6<sup>th</sup> & Main Street Corridor come to life!

We want to include you in sharing Auburn's abundant history, culinary delights, growing art community and the locally owned businesses that we have here in our own back yard. As a sponsor, your business/organization will receive exposure from media campaigns, and pre-event promotions. You also have the option of setting up a booth for face-to-face exposure with over 3,000 community members and visitors from the surrounding area.

Please review the attached sponsorship packages for your sponsorship of choice. If you have any questions, please contact us at [discoveringshistoricauburn@gmail.com](mailto:discoveringshistoricauburn@gmail.com). We look forward to hearing from you as we work together on making our sixth annual Discovering Historic Auburn event a huge success.

Sincerely,  
Discovering Historic Auburn Committee

**The Downtown Auburn Business Association (DABA)** has been serving downtown Auburn, Indiana, since the 1940's.

Visit our website for more details: [www.daba4auburn.org](http://www.daba4auburn.org)

**The DeKalb County Visitors Bureau's (DCVB)** mission is to promote and attract tourism to DeKalb County, Indiana. Visit our website for more details: [www.dekalbcvb.org](http://www.dekalbcvb.org)

**Auburn Downtown Advisory Committee (ADAC):** We are the new kids on the block shaking things up to assist with making downtown Auburn grow. Visit our website for more details: [www.adacinc.org](http://www.adacinc.org)

**DeKalb County Chamber Partnership:** We make it our business to help business connect. Visit our website for more details: [dekalbchamberpartnership.com](http://dekalbchamberpartnership.com)

**The James Foundation:** Working together to make Auburn beautiful by sharing "The James Cultural Plaza" in downtown Auburn.

### *Become a Sponsor!*

For more information contact us at [discoveringshistoricauburn@gmail.com](mailto:discoveringshistoricauburn@gmail.com) \_ [discoveringshistoricauburn.com](http://discoveringshistoricauburn.com)  
Please send sponsorship form and check {make out to DABA} to: DABA, P.O. Box 6122, Auburn Indiana 46706

**6<sup>th</sup> Annual Discovering Historic Auburn**  
**Sunday, May 21<sup>st</sup>, 2017 11:00am-5:00pm**

\_\_\_ **Main Stage Sponsor:** \$2,000- \$5,000 Sponsorship\*

- Be the leading sponsor of the entertainment
- Logo will be highlighted on all materials regarding the bands/live music and other entertainment
- Logo on website, Facebook, event signage along with stage announcements recognizing sponsors
- Logo used in all promotional materials such as posters, table tents in restaurants, flyers, event schedule {Passport}, press releases, etc.
- Main Stage Large Logo Banner – in front of or behind the band {The James Cultural Plaza}.

\_\_\_ **Horse & Historic Tour Sponsor:** \$1,000-\$2,000 Sponsorship\*

- Be the leading sponsor of the Horse & Historic Tour
- Logo will be highlighted on all materials regarding the historic tour
- Logo name on website, Facebook, flyers, event schedule {passport} and some event signage along with stage announcements recognizing sponsors
- Logo on each Horse & Historic Tour Wagon Banner as each of the three horse drawn wagons are pulled down the Historic North Main Street District of Auburn

\_\_\_ **Museum Passport & Printing Sponsor:** \$1,000-\$2,000 Sponsorship\*

- Be the leading sponsor of the event schedule {passport} that is delivered to over 10,000 residents in and around our community.
- Logo will be highlighted on printed material
- Logo name on website, Facebook, event schedule, Passport and event signage along with stage announcements recognizing sponsors

\_\_\_ **Friends of Discovering Historic Auburn Sponsor:** \$200-\$500 Sponsorship\*

- Logo used in most promotional materials such as posters, table tents in restaurants, flyers, event schedules and press releases.

\_\_\_ **Love to Share Auburn Booth Only Sponsorship:** \$30.00 Sponsorship\*

- Cost per 10 x 10 booth

\_\_\_ **We Love Auburn Sponsorship, no booth or advertising needed:**

- Free will donation of any denomination.

\*Booth space is included in this sponsorship. For all booths, you will need to provide your own 10 x 10 tent, tables, chairs, and tent tie downs (weights) and any other booth display items. **No water, or electrical will be available. Important booth information will be sent to you on May 10<sup>th</sup>, watch your email.**

\*\*\*\*\*

**Sponsorship Form**

Sponsorship Package: \_\_\_\_\_

\_\_\_ Yes, we want a 1-10 x 10 booth space. We will need \_\_\_ additional booths at the cost of \$30.00 EA.

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

What product or business information will you be selling or sharing? Be specific {art, food, retail, org., church, etc}:

\_\_\_\_\_

Special Notes:

For more information contact us at [discoveringhistoricauburn@gmail.com](mailto:discoveringhistoricauburn@gmail.com) [discoveringhistoricauburn.com](http://discoveringhistoricauburn.com)  
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