



2025 COMMUNITY SPONSORSHIPS

ONE SPONSORSHIP - ALL EVENTS, ALL YEAR LONG!

MAIN STREET LEGACY | \$10,000

- Hyperlinked logo on Sponsorship page of Downtown Owosso's website year-round
- Included in a group sponsor Thank You post on social media before each event
- Social media recognition during events
- Large logo on Special Sponsor Sign at all Owosso Main Street gatherings and functions
- Logo on event web page, marketing literature, banners and shirts (when applicable)
- Vendor space and radio mentions (when applicable)
- Hyperlinked logo in the OMS monthly community newsletter
- 1 sponsor highlight in the OMS monthly community newsletter & social media channels
- Company logo on 1 Downtown Owosso event giveaway item

LOCAL CHAMPION | \$5,000

- Hyperlinked logo on Sponsorship page of Downtown Owosso's website year-round
- Included in a group sponsor Thank You post on social media before each event
- Social media recognition during events
- Medium logo on Special Sponsor Sign at all Owosso Main Street gatherings and functions
- Logo on event web page, poster, marketing literature, banners and shirts (when applicable)
- Hyperlinked logo in the OMS monthly community newsletter
- Vendor space and radio mentions (when applicable)

DOWNTOWN AMBASSADOR | \$2,500

- Logo on Sponsorship page of Downtown Owosso's website year-round
- Included in a group sponsor Thank You post on social media before each event
- Social media recognition during events
- Small logo on Special Sponsor Sign at all Owosso Main Street gatherings and functions
- Logo on event web page, poster, marketing literature, banners and shirts (when applicable)
- Logo in the OMS monthly community newsletter
- Vendor space and radio mentions (when applicable)

COMMUNITY PARTNER | \$1,000

- Company name on Sponsorship page of Downtown Owosso's website year-round
- Included in a group sponsor Thank You post on social media before each event
- Social media recognition during events
- Company name on Special Sponsor Sign at all Owosso Main Street gatherings and functions
- Company name on event web page, poster, marketing literature, banners and shirts (when applicable)

ONE-TIME SPONSORSHIPS

\$500+

- Included in a group sponsor Thank You post on social media before event
- Social media recognition during event
- Large logo on event web page, marketing materials, banner and shirt (when applicable)
- Vendor space and radio mention (when applicable)

\$250

- Included in a group sponsor Thank You post on social media before event
- Social media recognition during events
- Medium logo on event web page, marketing materials, banner and shirt (when applicable)
- Vendor space and radio mention (when applicable)

\$100

- Included in a group sponsor Thank You post on social media before event
- Social media recognition during event
- Small logo on event web page, marketing materials, banner and shirt (when applicable)

SELECT YOUR SPONSOR LEVEL

SELECT YOUR EVENT OR COMMUNITY INITIATIVE ON THE NEXT PAGE

Why sponsor Owosso Main Street? Your brand will reach thousands of event attendees and visitors as an Owosso Main Street supporter and link your business with the critical work we are doing to keep our downtown brick and mortar shops, services, and restaurants open.

OWOSSO MAIN STREET COMMUNITY EVENTS & PROGRAMS

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Over 11,000 people visit Downtown Owosso the day after Thanksgiving to support the small businesses and ring in the holiday season at Glow Owosso! This vibrant event features a 5k, dazzling light parade, carriage rides, Santa Clause, and a magical Christmas tree lighting celebration.
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Owosso Vintage Motorcycle Days is a high-octane weekend that attracts motorcycle enthusiasts from near and far, featuring an exhilarating ride starting at Curwood Castle, a stunning vintage bike show, and lively community festivities. It's the perfect blend of nostalgia and excitement in Downtown Owosso!
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Each year, thousands of community members and visitors come to Downtown Owosso to experience the magic of Halloween! Owosso Main Street transforms the area into a vibrant fall scene where families can trick or treat at local businesses, surrounded by photo-worthy displays of pumpkins, straw bales, and seasonal decor.
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The Chocolate Walk is a sweet journey through historic downtown, offering a unique blend of local charm and irresistible chocolate delights where every step supports art and beautification projects for our beloved community.
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3rd Thursdays bring the heart of downtown to life from June through October. This lively event series features outdoor seating, music, games and community activities, creating a vibrant space for residents and visitors to connect and enjoy the charm of Downtown Owosso.
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Community members of all ages come together each spring and fall to beautify and refresh Downtown Owosso, transforming the area into a cleaner, greener, and more vibrant space for everyone.
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From vibrant summer blooms to festive winter greenery, the Seasonal Streetscape Initiative brings year-round color and charm to Downtown Owosso, transforming it into a lively, beautiful destination in every season.

SPONSOR INFORMATION

Please note that not all events are listed and not all events held in Downtown Owosso are managed by Owosso Main Street.

Company Name :

Contact Name :

Address :

Phone Number :

Email :

THANK YOU FOR YOUR SUPPORT!

Please make checks payable to : City of Owosso

Mail to : Lizzie Fredrick
City of Owosso
301 W. Main Street
Owosso, MI 48867

 (989) 725-0571

 DowntownOwosso@gmail.com

Please return this completed form by mail or email.

Owosso Main Street is a volunteer-led organization dedicated to promoting economic growth, historic preservation and community development in the heart of our community. Your sponsorship supports our revitalization efforts, enhancing the vibrancy of Downtown Owosso.