



SPONSOR WINTER LIGHTING



The Welcome Santa Light Up Parade and Holiday Tree Lighting draws 6,000+ visitors to Main St.

Join us in creating a clean, safe, welcoming and beautiful downtown* Akron. Our initiatives include summer and winter beautification efforts. Winter beautification includes the lighting of 100+ trees along Main St. from November through March each year. Your sponsorship will help to enrich and bring sparkle to the appearance of Main St.'s mix of historic buildings, such as the Akron Civic Theatre and the Landmark Building, vibrant residential buildings, such as the 159 Main, and landmarks like Canal Park Stadium and Cascade Plaza, among other spaces.

**In 2022, 96.1% of DAP Annual Survey respondents answered very satisfied or satisfied when asked about their level of satisfaction with the overall appearance of downtown Akron, up from 59.1% in 2019.*

WINTER LIGHTING SPONSORSHIP

- **1 Tree for \$200**
- **3 Trees for \$500**
- **Contact us for options** at info@downtownakron.com
- Signage (6" x 9") with name/company logo, effective for winter installation (season is November through March 1).
- You will receive additional recognition via:
 - DAP website
 - DAP social media posts
 - Listing in the DAP Annual Report (published February)
 - Recognition in Do Downtown weekly e-newsletter

You will have the option to renew at a discounted rate of \$150 per tree, or \$450 for three trees.

