



DOWNTOWN DOLLARS

SAFE, STRONG AND SPONSORED BY YOU

The Nashville Downtown Partner is launching Downtown Dollars, an e-gift card program for anyone to use exclusively at downtown businesses.

Join us as part of downtown's comeback by underwriting consumer spending in the heart of our city. Together, we can support and spur economic recovery for downtown businesses - 73% of which are locally owned!

HOW IT WORKS

WE:

- Enlist hundreds of downtown businesses to become participating vendors that accept Downtown Dollars - at no cost to the business!
- Sell and give away Downtown Dollars e-gift cards
- Promote widely to our large, digital audiences

YOU:

- Sponsor the program by funding our BONUS dollars to help fuel economic recovery! Sponsor dollars are used for:
 - Gift cards for sponsors to distribute to employees (sponsor benefits)
 - "Bonus" dollars to fund "BUY ONE GET ONE" or similar promotions
 - E-gift card giveaways via promotions, contests, etc.
 - Covering transaction fees for the consumer

SPONSOR BENEFITS

\$5,000

- Logo recognition with click through on website
- Logo recognition in all email communications to downtown businesses (700+ email addresses)
- Recognition in social media posts/giveaways (181K+ followers)
- \$1,000 in Downtown Dollars e-gift cards to distribute
- Invitation to private sponsor reception

\$2,000

- Name recognition with click through on website
- Name recognition in all email communications to downtown businesses (700+ email addresses)
- \$500 in Downtown Dollars e-gift cards to distribute
- Invitation to private sponsor reception

99% of your gift is funneled into the downtown Nashville we know and love.

Thank you for your partnership!

Questions? Contact Jeanette Barker at jbarker@nashvilledowntown.com or (646) 387-7967