

# SPONSORSHIP OPPORTUNITIES



## *A variety of ways to* **PARTNER WITH THE BIRMINGHAM SHOPPING DISTRICT**

The Birmingham Shopping District (BSD) offers a premiere target audience to market and grow your business through a variety of highly visible special events and other promotional opportunities. Downtown Birmingham draws millions of visitors from the local and regional communities to shop, dine and participate in year-round events. Custom opportunities are available, so please contact us if you are interested in partnering.

### QUICK STATISTICS

#### SIGNATURE/COMMUNITY EVENTS



**77 EVENT DAYS**  
300,000+ ATTENDEES



**\$230,000+ PARTNER REVENUE**  
SPONSOR & VENDOR



**2 NEW EVENTS**  
BIRMINGHAM BLAST & BIRMINGHAMBURGER

#### CONSUMER PROFILE



**7 MILLION+ VISITORS**  
2-HOUR AVERAGE STAY



**MEDIAN AGE: 44**  
AFFLUENT & EDUCATED



**\$200,000 AVERAGE INCOME**  
ACTIVE, SOPHISTICATED & CONNECTED

#### MARKETING & ADVERTISING



**14+ MILLION IMPRESSIONS**  
12+ TARGETED CAMPAIGNS



**280,000 WEBSITE VIEWS**  
24,000 PARTNER (BUSINESS) REFERRALS



**1.6 MILLION SOCIAL MEDIA VIEWS**  
23,300 FOLLOWERS



**9 LIVE BROADCAST FEATURES**  
LOCAL BUSINESS & EVENT

#### 2025 EVENT CALENDAR

- January 25 – BRRmingham Blast
- April 12 – Spring Stroll
- May 4 – Farmers Market, 23rd Annual Opening Day
- May 4 – October 26 (Sundays) – Farmers Market
- June 6 – Movie Night
- July 11 – Movie Night
- July 26 – Day on the Town
- August 8 – Movie Night
- August 16 – Birmingham Cruise Event
- September 5 – Movie Night
- September 18 – Art Walk
- October 1-31 – BirminghamBURGER
- October 26 – Farmers Market, End of Season Celebration
- November 29 – Small Business Saturday
- November 29 – Santa Walk, Santa House & Carriage Rides
- December 5 – Holiday Tree Lighting
- December 5 – 7 – Winter Market
- December Weekends/Select Dates – Santa House & Carriage Rides

# EVENTS AND PROGRAMS

## SIGNATURE AND COMMUNITY



**BIRMINGHAM**  
SHOPPING DISTRICT



### FARMERS MARKET

Nestled in the heart of Downtown Birmingham, the outdoor market features Michigan-grown produce, meat and dairy, floral arrangements, plants, artisan goods and more. Each season, nearly 50,000 visitors of all ages enjoy live music, food trucks, kids' activities and special events.



### DAY ON THE TOWN

The biggest retail event of the year! Thousands come out to browse unique and discounted high-end merchandise in stores and on the streets and sidewalks throughout downtown.



### HOLIDAYS IN BIRMINGHAM

- Over 800,000 holiday lights throughout downtown
- Santa House & Horse-Drawn Carriage Rides
- Small Business Saturday - Free activities and giveaways throughout the day
- Santa Walk - Walk with Santa through downtown, with stops at various shops



### WINTER MARKET & TREE LIGHTING

Experience the magic of the holidays at the annual German-themed Birmingham Winter Markt featuring local artists and vendors, European-inspired cuisine, thousands of holiday lights, ice sculptures, live entertainment, carriage rides and more. The weekend-long event begins with the annual Birmingham Holiday Tree Lighting event on opening night.



### BIRMINGHAM CRUISE EVENT

The Woodward Dream Cruise rolls into town annually on the third Saturday in August, bringing thousands of classic cars and more than one million people from all over the world. The Birmingham Cruise Event features classic cars of all makes and models, sponsor exhibits, food and more.



### SPRING STROLL

This family-friendly strolling event features retailers, with special giveaways, attracting hundreds to shop and explore the many new and long-time businesses downtown.



### OUTDOOR MOVIE NIGHTS

It's showtime! Thousands of families visit Booth Park each season for Outdoor Movie Nights, featuring popular movies once per month from June-September.



### ART WALK

During this free strolling evening event geared towards art and shopping enthusiasts, participating merchants host a local artist in their store and offer special shopping promotions and light refreshments.



### BIRMINGHAMBURGER

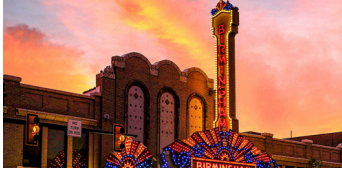
The BirminghamBURGER event brings together the city's finest restaurants and culinary masterminds to compete for the title of Birmingham's Best Burger. This unique event creates significant interest and engagement within the local and regional community.

# OTHER PROGRAMS AND OPPORTUNITIES



## FASHION, HOLIDAY AND TOURISM GUIDES & VIDEOS

Our guides are produced and distributed via online marketing, social media and print, to reach a targeted audience within Metro Detroit and throughout Michigan. Partner your brand with Birmingham's and reach an influential audience!



## BUSINESS RECRUITMENT & RETENTION

Recruitment and retention of high-quality businesses is our trademark. This program provides direct resources for local businesses in their start-up and growth stages. Be a part of Merchant Meetings, business trainings and workshops, recruitment outreach and welcome packets.



## SUSTAINABILITY & BEAUTIFICATION

Help the Birmingham Shopping District provide landscape and floral décor, maintenance and beautification projects each year to sustain our high-quality, walkable environment.



## VIA ALLEY CONNECTIONS

Creating easy, walkable connections for pedestrians throughout the BSD in a sustainable and artistic environment is a high priority. Art, lighting, landscaping and places to relax are all part of the design plan that will be installed with each Via Alley.

## MARKETING OPPORTUNITIES

Depending on commitment level, the BSD provides a mix of benefits for partnering together. Let us know the marketing opportunities that are most important to your business and we will tailor a sponsor package that meets your individual needs. Marketing opportunities may include, but are not limited to:

- On-site Visibility
- Web Presence
- Live Media (when available)
- Social Media
- Advertising Logo/Name Placement (when available)
- Flyers, Brochures & Postcards

# BIRMINGHAM FARMERS MARKET

## SPONSORSHIP OPPORTUNITIES



**BIRMINGHAM**  
SHOPPING DISTRICT

Nestled in the heart of Downtown Birmingham, at 660 North Old Woodward Avenue, the outdoor market takes place every Sunday, May - October, from 9 a.m. to 2 p.m. With a wide variety of vendors, live music and kids activities, the market is a festive gathering place for the community, averaging approximately 2,000 attendees each week. During special event days, the market averages over 4,000 attendees. Our media reach is over one million impressions.

Visit [ALLINBirmingham.com/FarmersMarket](http://ALLINBirmingham.com/FarmersMarket) for more information.

 [BIRMINGHAMFARMERSMARKET](https://www.facebook.com/BIRMINGHAMFARMERSMARKET)  [@bhamfarmmkt](https://www.instagram.com/@bhamfarmmkt)



<b>SPONSORSHIP BENEFITS</b>	<b>PRESENTING SPONSOR \$10,000</b>	<b>MARKET SPONSOR \$2,500</b>	<b>CULTIVATOR SPONSOR \$1,000</b>	<b>BOOTH SPONSOR \$400</b>
Booth space at the market	8 weeks	4 weeks	4 weeks	2 weeks (excludes special event dates)
Recognition in advertising and media				
Recognition on signage at event				
Social media recognition				
Logo included on seasonal event banner				
Preferred booth location				
Literature at Informational Tent				
Paid promotion on social media				



**BIRMINGHAM**  
FARMERS MARKET



# OUTDOOR MOVIE NIGHTS

## SPONSORSHIP OPPORTUNITIES




**BIRMINGHAM**  
SHOPPING DISTRICT

It's showtime! Thousands of families visit Booth Park in Downtown Birmingham each season for our Outdoor Movie Nights series, featuring popular movies once per month from June through September. Our media reach is nearly 800,000 impressions for the movie nights series.

For more information, visit [ALLINBirmingham.com/events](http://ALLINBirmingham.com/events).

 [Birmingham Shopping District](https://www.facebook.com/BirminghamShoppingDistrict)

 [@bhamshopping](https://www.instagram.com/bhamshopping)



### SPONSORSHIP BENEFITS

	PRESENTING SPONSOR \$10,000	SERIES SPONSOR \$1,500	INDIVIDUAL SPONSOR \$400
Booth space at event	4 nights	4 nights	1 night
Recognition on screen before film begins			
Recognition on stage by event emcee			
Recognition on social media			
Logo included on event signage			
Recognition on website			
Recognition in press releases and other media			
Opportunity to speak before featured presentation at each event			

# WINTER MARKET

## SPONSORSHIP OPPORTUNITIES



Over 20,000 people visit Downtown Birmingham to experience the magic of the annual German-themed Winter Markt event, featuring over 70 local artists and vendors, European-inspired cuisine, thousands of holiday lights, ice sculptures, live entertainment, carriage rides and more. The weekend-long event begins with the annual Birmingham Holiday Tree Lighting event on opening night.

For more information, visit [ALLINBirmingham.com/wintermarkt](http://ALLINBirmingham.com/wintermarkt).

 [Birmingham Shopping District](https://www.facebook.com/BirminghamShoppingDistrict)  [@bhamshopping](https://www.instagram.com/bhamshopping)



<b>SPONSORSHIP BENEFITS</b>	<b>PRESENTING SPONSOR \$12,000</b>	<b>TREE LIGHTING SPONSOR \$8,500</b>	<b>ATTRACTION SPONSOR \$2,500</b>	<b>WILLKOMEN TENT HOST* \$500</b>
Recognition on event website				
Recognition on signage at event			At attraction area only	*Includes host shift during event
Recognition in press releases, advertising and other media				
Recognition on social media				
Custom ice sculpture				
Use of booth/display space	Large display opportunity	Use of Willkommen Booth (Friday)		
On-stage speaking opportunity during tree lighting/opening night				

