

# What is Absolutely Waterford All About?



## **Mission:**

Develop Waterford's unique identity in keeping with its rich history and promote the revitalization of the downtown Heritage District.

## **Four Point Approach:**

Absolutely Waterford's Main Street Program revolves around grassroots volunteerism through our four committees.

## **Design -**

Enhance and *beautify* the physical appearance of the downtown.

## **Economic Restructuring -**

*Revitalize* by strengthening existing businesses and recruiting new ones.

## **Organization -**

Focused on *volunteer* recruitment, training and fundraising efforts.

## **Promotion -**

Create promotions and special *events* to bring people downtown.



102 E. Main Street  
Waterford, WI 53185

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director@

absolutelywaterford.org

www.absolutelywaterford.org



# Investing in Absolutely Waterford



## 2013 Sponsorships





## Resume of Success

### Design Committee

Beautifying downtown through cohesive design emphasizing historic features.

- Heritage District Design Guidelines
- Hwy. 83/20 Reconstruction Team
- Local Banks Façade Loan Program
- Village Façade Grant Program
- Design Resource Guide

### Economic Restructuring Committee

Programs that broaden the economic base of downtown businesses and diversify business offerings.

- Business Owner and Building Owner Surveys
- Building Inventory
- New Business Resource Guide
- Business Development Workshops
- Market Analysis

### Organization Committee

Organizational growth and sustainability through effective management.

- Murder Mystery Dinner
- Calendar Raffle
- Volunteer Recognition Picnic
- Operations and Accounting Policies
- Brochures and Information Packets

### Promotion Committee

Activities and events that promote downtown to visitors and consumers.

- Website Creation
- River's Edge Art Walk
- Christmas Parade
- Wild Blue Yonder Lights
- Information Booths at Festivals

## Sponsorship Opportunities

River's Edge Art Walk      Christmas Parade  
Murder Mystery Dinner      Calendar Raffle

For more details on our events please visit our website: [www.absolutelywaterford.org](http://www.absolutelywaterford.org)

	Founder	Partner	Benefactor	Building Waterford	Spirit of Waterford	Individual/Family
	\$5,000	\$2,500	\$1,500	\$500	\$250	\$100
<b>BENEFITS</b>	Non-Profit Organizations 10% Discount Rate from the Level Amount Listed					
<b>Invitation to Annual Meeting</b>	x + 2 free tickets	x + 2 free tickets	x + 2 free tickets	x	x	x
<b>Logo on Website &amp; Annual Report</b>	x	x	x			
<b>Name on Website &amp; Annual Report</b>				x	x	x
<b>Company Sponsored Promotions Listed on Website Calendar &amp; Facebook Post</b>	x	x	x			
<b>Name in Quarterly Newsletters</b>	x	x	x	x	x	x
<b>Framed Sponsorship Certificate</b>	x	x	x	x	x	x
	Named a Sponsor & Company Provided Banner Displayed at ALL Events	Named a Sponsor & Company Provided Banner Displayed at Your Choice of Two Additional Events	Named a Sponsor & Company Provided Banner Displayed at Your Choice of One Additional Event	Named a Sponsor & Company Provided Banner Displayed at Select Events	Named a Sponsor & Company Provided Banner Displayed at a Select Event	
<b>Christmas Parade</b>	x	x	x	x	x	
<b>River's Edge Art Walk</b>	x			x		
<b>Murder Mystery Dinner</b>	x + 2 free tickets					
<b>Calendar Raffle</b>	1 - 2x1" ad	1 - 1x1" ad				

Please return this portion of the form by December 15, 2012. Payment is accepted by check and invoicing is available.

<b>Sponsorship Level</b>	<b>Amount</b>	<input checked="" type="checkbox"/>	<b>Name:</b>
<b>Founder</b>	\$5,000	_____	_____
<b>Partner</b>	\$2,500	_____	_____
<b>Benefactor</b>	\$1,500	_____	<b>Business Name:</b>
<b>Building Waterford</b>	\$500	_____	_____
<b>Spirit of Waterford</b>	\$250	_____	_____
<b>Individual or Family</b>	\$100	_____	<b>Address:</b>
<b>Other Amount</b>	\$	_____	_____
<b>TOTAL</b>	\$	_____	_____

Please send me an invoice:

- \_\_\_\_\_ Annually  
 \_\_\_\_\_ Semi-Annually  
 \_\_\_\_\_ Quarterly

**E-mail:**

**Phone #:**

Mail this form to 102 E. Main Street, Waterford, WI 53185 or Fax to 262-534-6508