

Downtown Lynchburg Association

2025 SPONSORSHIP OPPORTUNITIES

Downtown Lynchburg Association is dedicated to building a vibrant and thriving downtown through exciting events, beautification projects, business support, and community engagement. As a nonprofit, we depend on **partners like you** to make it all happen. Together, we can create a downtown that everyone can enjoy. Join us in shaping the heart of Lynchburg!

In 2025, we're building on our success with exciting new initiatives like **Blooms & Brews**, **Books & Brews**, and the launch of **Downtown Restaurant Week**, while continuing beloved traditions such as the **International Festival**—now under our leadership. We'll also help place five new businesses in storefronts through **Launch LYH**. Alongside signature events like **Fireworks on the Riverfront**, the **Downtown Loft Tour**, and **Bright Nights on the Bluffwalk**, these projects will make our city even more dynamic and inviting.

22k
INSTAGRAM
FOLLOWERS

23k
FACEBOOK
FOLLOWERS

163k
WEBPAGE
VIEWS/YR

Our efforts focus on driving economic development, supporting local businesses, attracting new amenities, and enhancing the downtown experience to ensure Downtown Lynchburg thrives as a vibrant and dynamic destination for residents, visitors, and investors alike.



DOWNTOWN RESTAURANT WEEK

Savor the Flavors of Downtown Lynchburg // January 17-26, 2025

Downtown Lynchburg Restaurant Week showcases the vibrant dining scene and diverse flavors that make Downtown Lynchburg unique. Over 10 days, residents and visitors can enjoy special menus and exclusive dishes from exceptional local restaurants. Sponsoring this event aligns your brand with supporting local businesses while offering visibility and connections with engaged diners. Join us in celebrating the creativity and hospitality of our local food scene!



SPONSORSHIP LEVELS

	\$1,000	\$2,500
Sponsor name in all event promotions (social/newsletter/website/print)	●	●
Featured post on Facebook event page	●	●
Sponsor name recognition in DLA annual report	●	●
Feature story on Downtown Lynchburg Instagram account	●	●
Logo featured on promotional materials (posters/flyers/menus)		●
Featured post on Downtown Lynchburg Instagram & Facebook accounts		●
Sponsor name recognition in project press release(s)		●
Quote in event press release		●

Interested in becoming a sponsor?
Please contact:

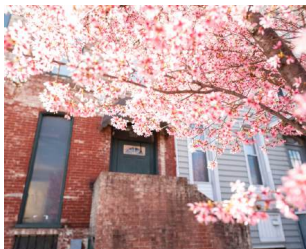
Ashley Kershner
(434) 485-7251

ashley@downtownlynchburg.com
www.DowntownLynchburg.com

BLOOMS & BREWS

Kicking off the spring season in Downtown // Spring 2025

Blooms & Brews is Downtown Lynchburg's newest spring event, plant and floral vendors, live music, and locally brewed beer, coffee, and more. This vibrant celebration brings the community together while showcasing the beauty and culture of downtown. Sponsorship offers your business valuable exposure at a fun and cheerful event, and a chance to support this exciting new tradition. Projected attendance: 2,000.



SPONSORSHIP LEVELS

	\$2,500	\$5,000	\$10,000
Sponsor name in all event promotions (social/newsletter/website/print)	●	●	●
Featured post on Facebook event page	●	●	●
Feature story on Downtown Lynchburg Instagram account	●	●	●
Sponsor name recognition in DLA annual report	●	●	●
10x10 booth space at event	●	●	●
Sponsor logo and link displayed on the event webpage		●	●
Sponsor name/logo on signage at event		●	●
Featured post on Downtown Lynchburg Instagram & Facebook accounts		●	●
Reserved VIP table with complimentary beer/coffee vouchers			●
Quote in event press release			●
10x20 booth space at event.			●
Title Sponsorship			●

Interested in becoming a sponsor?
Please contact:

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INTERNATIONAL FESTIVAL

Celebrating our vibrant community culture // Spring 2025

This year, Downtown Lynchburg Association is proud to take the lead in hosting the International Festival for the first time. This vibrant celebration of Lynchburg's diverse cultures features international foods, live music, dance performances, and family-friendly activities. The event unites the community to honor and showcase the rich traditions that make our city unique. Sponsorship offers companies a meaningful way to support cultural diversity, connect with a broad audience, and gain valuable exposure. Join us in making this cherished event an unforgettable experience for everyone! Projected attendance: 3,000.



SPONSORSHIP LEVELS

	\$5,000	\$10,000	\$15,000
Sponsor name in all event promotions (social/newsletter/website/print)	●	●	●
Featured post on Facebook event page	●	●	●
Sponsor logo on signage at event	●	●	●
Feature story on Downtown Lynchburg Instagram account	●	●	●
10x10 booth space at event	●	●	●
Sponsor name recognition in DLA annual report	●	●	●
Sponsor name recognition in event speech		●	●
Sponsor name recognition in project press release(s)		●	●
Sponsorship of specific event area (stage, food zone, etc)		●	●
Feature post on Downtown Lynchburg Instagram & Facebook accounts			●
Quote from company representative in project press release			●
Opportunity to speak from event stage			●
Title sponsorship			●

Interested in becoming a sponsor?
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LAUNCH LYH

Empowering Innovators, Energizing Downtown // Summer 2025

Launch LYH is a grant program aimed at reducing storefront vacancy and strengthening Downtown Lynchburg by providing seed funding and education to new and expanding businesses. Participants will complete an 8-week course and pitch for a change to win a \$20k grant to help cover start-up costs. The program prioritizes small, women, and minority-owned businesses, fostering diversity and economic growth. Your sponsorship supports local entrepreneurship and contributes to a vibrant downtown.



SPONSORSHIP LEVELS

	\$2,500	\$5,000	\$10,000
Sponsor name in all project promotions (social/newsletter/website/print)	●	●	●
Company logo on day-of displays	●	●	●
Featured post on Facebook event page	●	●	●
Feature story on Downtown Lynchburg Instagram account	●	●	●
Sponsor name recognition in DLA annual report	●	●	●
Invitation to winner announcement event	●	●	●
Feature post on Downtown Lynchburg Facebook account		●	●
Company name on pre-event website banner		●	●
On-site banner at winning businesses for 3 months		●	●
Participation as a judge for pitch competition		●	●
Speaking opportunity at winner announcement event			●
Recognition as " presented by... " on all marketing materials			●
Feature post on Downtown Lynchburg Instagram account			●
Quote in event press release			●

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BLIGHT TO BRIGHT WINDOW DISPLAYS

Transforming Vacancy Into Opportunity // Spring/Summer 2025

The Blight to Bright Window Display program offers a unique opportunity to invest in the revitalization of Downtown Lynchburg by transforming vacant storefronts into vibrant art showcases. This initiative not only beautifies the area but also provides a platform for local artists to display their work, enriching the cultural fabric of the community. As a sponsor, you'll play a vital role in breathing new life into downtown, fostering artistic expression, and creating a more inviting, dynamic environment for visitors and residents alike. Your support helps turn blighted spaces into captivating, colorful experiences that contribute to the ongoing transformation of Lynchburg's downtown district.



SPONSORSHIP LEVELS

	\$2,500	\$5,000
Sponsor name in all project promotions (social/newsletter/website/print)	●	●
Sponsor name recognition in project press release(s)	●	●
Sponsor name recognition in DLA annual report	●	●
Sponsor logo on one window display	●	●
Sponsor name recognition in project blog post	●	●
Art selection committee participation	●	●
Feature story on Downtown Lynchburg Instagram account	●	●
Sponsor photo opportunity at art installation		●
Sponsor logo on all window displays		●
Feature post on Downtown Lynchburg Instagram and Facebook accounts		●

Interested in becoming a sponsor?
Please contact:

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FIREWORKS ON THE RIVERFRONT

An exciting summer tradition at Riverfront Park // July 2025

Celebrate summer at Downtown Lynchburg's Fireworks on the Riverfront! On Friday, July 4, enjoy a spectacular fireworks display, food trucks, and family-friendly fun with over 3,000 attendees. The event offers prime viewing at Riverfront Park and Bluffwalk, where families can picnic and soak in the celebration. As a sponsor, you'll support this beloved community tradition and help create an unforgettable experience for all.



SPONSORSHIP LEVELS

	\$5,000	\$10,000	\$15,000
Sponsor name in all event promotions (social/newsletter/website/print)	●	●	●
Featured post on Facebook event page	●	●	●
Sponsor logo on signage at event	●	●	●
Feature story on Downtown Lynchburg Instagram account	●	●	●
10x10 booth space at event	●	●	●
Sponsor name recognition in DLA annual report	●	●	●
Sponsor name recognition in event speech		●	●
Sponsor name recognition in project press release(s)		●	●
Sponsorship of specific event area (lighted sign, stage, etc)		●	●
Feature post on Downtown Lynchburg Instagram & Facebook accounts			●
Quote from company representative in project press release			●
Opportunity to speak from event stage			●
Title sponsorship			●

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DOWNTOWN MOVIE NIGHTS

Hosted at Three Roads Brewing // Summer 2025

Downtown Movie Nights return this summer with an exciting new partnership! We are teaming up with **Three Roads Brewing** to host three free, family-friendly movie nights. Enjoy food trucks, local beer, and a flick for the whole family. Additionally, Downtown Movie Nights provide excellent sponsorship exposure, both at the screenings and through pre-show marketing.



SPONSORSHIP LEVELS

	(ONE MOVIE)	(ALL MOVIES)
	\$2,500	5,000
Sponsor name in all event promotions (social/newsletter/website/print)	●	●
Featured post on Facebook event page	●	●
Logo recognition in movie preview reel	●	●
Sponsor name recognition in DLA annual report	●	●
On-site vendor space and giveaway opportunities	●	●
Sponsor logo and link displayed on the event webpage	●	●
Sponsor name/logo on signage at event	●	●
Featured post on Downtown Lynchburg Instagram & Facebook accounts		●
Reserved VIP section with complimentary beer vouchers		●
Quote in event press release		●
Company video during on-site movie previews		●
Title Sponsorship		●

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BOOKS & BREWS

Kicking off the fall season in Downtown // Fall 2025

Books & Brews, hosted in partnership with the Lynchburg Public Library, blends local literature and craft beer for a unique community event in the heart of the city. Attendees can discover books by regional authors while enjoying brews from local craft breweries, alongside vendors, food trucks, and family-friendly activities. Sponsorship offers a chance to support literacy, connect with an engaged audience, and celebrate local culture and commerce. Projected attendance: 2,000.



SPONSORSHIP LEVELS

	\$2,500	\$5,000	\$10,000
Sponsor name in all event promotions (social/newsletter/website/print)	●	●	●
Featured post on Facebook event page	●	●	●
Feature story on Downtown Lynchburg Instagram account	●	●	●
Sponsor name recognition in DLA annual report	●	●	●
10x10 booth space at event	●	●	●
Sponsor logo and link displayed on the event webpage		●	●
Sponsor logo on signage at event		●	●
Featured post on Downtown Lynchburg Instagram & Facebook accounts		●	●
Reserved VIP table with complimentary beer/coffee vouchers			●
Quote in event press release			●
10x20 booth space at event			●
Title Sponsorship			●

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DOWNTOWN LOFT TOUR

Showcasing the Downtown Living Lifestyle // Fall 2025

The Downtown Lynchburg Loft Tour offers a unique opportunity for residents and visitors to explore over a dozen living spaces, including lofts, apartments, and Airbnb properties—many featured for the first time. From cozy studios to expansive penthouses with stunning views, each location showcases the diverse character of downtown living, offering a glimpse into a vibrant lifestyle that blends modern design with Lynchburg's rich history.



SPONSORSHIP LEVELS

	\$2,500	\$5,000
Sponsor name in all event promotions (social/newsletter/website/print)	●	●
Featured post on Facebook event page	●	●
Feature story on Downtown Lynchburg Instagram account	●	●
Sponsor name recognition in DLA annual report	●	●
Sponsor logo on all day-of event materials	●	●
On-site "Sponsored by..." banner at all participating lofts	●	●
Featured post on Downtown Lynchburg Instagram & Facebook accounts		●
Sponsor name on pre-event website banner		●
Quote in event press release		●
Title Sponsorship		●

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DOWNTOWN BUSINESS MEETUPS

An opportunity to connect ideas and build community

Downtown Business Meetups bring together local entrepreneurs and business owners for connection, collaboration, and inspiration. Hosted quarterly at a different downtown location, these events spark innovative ideas and allow us the opportunity to relay vital downtown information as well as hear from our business community. As a sponsor, your brand will be positioned at the forefront of this network, showcasing your commitment to supporting small businesses and economic growth in Lynchburg.



SPONSORSHIP BENEFITS FOR ONE MEETUP

\$1,000

Sponsor name in Business Update Email	●
Featured post on Downtown Lynchburg Storefront Businesses Facebook page	●
Sponsor name recognition in DLA annual report	●
On-site "Sponsored by..." banner	●
Opportunity to speak at event	●

Interested in becoming a sponsor?
 Please contact: **Ashley Kershner** ashley@downtownlynchburg.com
 (434) 485-7251 www.DowntownLynchburg.com

BRIGHT NIGHTS BLOCK PARTY

Lynchburg's most exciting new holiday tradition // November 23

The Bright Nights Block Party takes over Commerce Street with holiday vendors, musical acts, food trucks, and more, creating an exciting kick-off event for our six-week Brights Nights on the Bluffwalk light installation. Last year, we welcomed **over 5,000 visitors** to Downtown Lynchburg for this inaugural holiday celebration. As one of Lynchburg's newest and most exciting events, we invite your organization to illuminate the night with your brand's presence, helping us create lasting memories and showcasing your commitment to community.



SPONSORSHIP LEVELS

	\$2,500	\$5,000	\$10,000	\$15,000
Sponsor name in all event promotions (digital/print)	●	●	●	●
10x10 booth space opportunity at event	●	●	●	●
Sponsor name recognition in DLA annual report	●	●	●	●
Sponsor name recognition in project press release(s)	●	●	●	●
Sponsor name recognition in event speech		●	●	●
Feature post on Facebook event page		●	●	●
Sponsor logo on signage at event			●	●
Feature post on DLA Instagram & Facebook accounts			●	●
Quote from company representative in project press release				●
Opportunity to speak from event stage				●
10x20 booth space opportunity at event				●
Title Sponsorship				●

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BRIGHT NIGHTS ON THE BLUFFWALK

A Holiday Lights Celebration on the Bluffwalk // Winter 2025

Sponsor Bright Nights on the Bluffwalk in Downtown Lynchburg and help transform the area into a dazzling holiday wonderland. Following the Block Party, this immersive experience features stunning lights, large-scale installations, and festive music. A beloved new tradition, it attracted over 8,000 visitors last year and promises to be even more spectacular this season. Join us in creating a magical celebration for the community!

WITH EACH SPONSORSHIP, YOU WILL RECEIVE:

- **"Sponsored by..."** signage by your installation for full six week run.
- **Discounted vendor space** at Bright Nights Block Party (\$1,000)
- Sponsor logo recognition on sandwich boards along Bluffwalk
- Sponsor name recognition in **DLA annual report**
- Social media post listing company name as **project sponsor**
- Sponsor name on **digital project promotions** of project
- Sponsor name/logo on Bright Nights on the Bluffwalk **web page**
- Sponsor name listed in project **press release(s)**



BRIGHT NIGHTS ON THE BLUFFWALK

A Holiday Lights Celebration on the Bluffwalk // Winter 2025

AVAILABLE AT THE \$5,000 LEVEL

★ NEW in 2025!



Peacock (color changing)



Golden Moon



Ornament (color changing)



Heart LYH



Starburst Photo Frame



Butterfly (color changing)



Arch Light Tunnel



Flower Garden



**Skylar Starbursts
(color changing)**

BRIGHT NIGHTS ON THE BLUFFWALK

A Holiday Lights Celebration on the Bluffwalk // Winter 2025

AVAILABLE AT THE \$2,500 LEVEL

★ NEW in 2025!



Star Bounce (2)



2' - 4' Golden Gifts



Pergola Light Tunnel



Sparkling Trees



Bee Garden



Star Burst Wall



Topiary Reindeer



Light Up Flower Bursts



New Items TBD!

AVAILABLE AT THE \$1,000 LEVEL



Color Changing Orb Field



Icicle Pergolas (2)



Color Changing Fireworks



Downtown
LYNCHBURG
— association —

