



HIAWASSEE
DOWNTOWN
DEVELOPMENT
AUTHORITY

Revitalizing downtown Hiawassee
into a vibrant and engaging
downtown for all to enjoy.

2025 Sponsorship Opportunities



Friday Night Market



Hikeawassee



Summer FUN-draiser



WELCOME TO

Downtown Hiawassee

As a registered authority and a nonprofit corporation dedicated to downtown revitalization, the Hiawassee Downtown Development Authority & Main Street is on a mission to support and grow small businesses and to create a vibrant, walkable, downtown through initiatives centered on the preservation of natural resources, entrepreneurship development and community engagement, and public art. We believe that a thriving downtown is essential for the overall prosperity of our community.

Along with our board of directors, I am excited to share our 2025 Sponsorship Opportunities that foster these initiatives for downtown Hiawassee. Your support can make a significant impact on the vibrancy and success of our downtown area, and we are inviting you to partner with us in our mission. By becoming a sponsor, you align your brand with positive change, community engagement and directly fuel our efforts to create a thriving downtown

We understand each sponsor has unique goals and priorities. Whether you're an individual passionate about community improvement or a business looking to enhance your brand visibility, we will work with you to create a sponsorship package that aligns with your objectives. With your contribution we can make a lasting impact and build a stronger more dynamic future for Hiawassee.

Kindest regards,

Denise McKay

Denise McKay, EDFP, CPM
Director Economic Development



Revitalizing downtown Hiawassee into a vibrant and engaging downtown for all to enjoy.



Friday Night Market

Deadline: March 1, 2025

EVENT DETAILS

The Friday Night Market is the First Friday of every month from May through October (excluding July) from 5 PM until 9 PM on Hiawassees Town Square.

The Artist and Artisan Market includes live music, food trucks, games, and youth entrepreneurs.

AUDIENCE

Hiawassees comes alive after 5 on at the Friday Night Market from May - October with 2,000 visitors, locals, music lovers, and foodies experiencing the market each season.

DATES

Friday, May 2, 2025
Friday, June 6, 2025
Friday, July No Market
Friday, August 1, 2025
Friday, September 5, 2025
Friday, October 3, 2025

Contact Denise McKay at 706-896-2202 or email dda@hiawasseega.gov to discuss a tailored partnership package to meet your specific objectives.

SPONSORSHIP LEVELS

Presenting Stage Sponsor **\$5,000 (One available)**

- ♦ Category exclusivity!
- ♦ Top recognition as the Presenting Sponsor on all Night Market advertising included, but not limited to radio, published and social media advertisement: Instagram, Facebook, and Facebook events
- ♦ Two vertical banners flanking the stage with your business name and logo displayed at each of the Night Markets
- ♦ Stage presented by (your business and/or name) on website event page
- ♦ Stage Sponsor mentioned multiple times by announcer during the Night Markets
- ♦ Booth space (10 x 10 tent) at each market to share your business and meet new customers.

Town Square Sponsor **\$1000**

- ♦ Business and/or your name included on all Night Market social media: Instagram, Facebook, and Facebook events
- ♦ Logo on marketing materials (excluding radio) and printed advertisements
- ♦ Booth space (10 x 10 tent) at each market to share your business, and meet new customers
- ♦ Your company and/or you recognized on stage as a Town Square Sponsor during the markets

Night Market Sponsor **\$500**

- ♦ Logo included in all printed advertisements
- ♦ Business and/or your name listed on the Night Market Facebook events
- ♦ Included in the Facebook and Instagram post featuring sponsors
- ♦ Name and logo listed on sponsorship boards placed throughout the Night Market
- ♦ Mentioned on stage during the events

Friends Sponsor **\$200**

- ♦ Business and logo or your name listed on sponsorship boards placed throughout the Night Market

Sponsorship helps to cover the cost to produce the Night Market, any proceeds are used for economic development activities in Downtown Hiawassees.



Hikeawassee

Deadline: December 1, 2024

EVENT DETAILS

2025 will mark the 3rd year the DDA, and volunteer shuttle drivers, have provided Appalachian Trail hikers a shuttle into Hiawassee from Unicoi Gap and Dick's Creek. This very successful program brings in more than \$120,000 annually in self-reported revenue Feb – May, a slower season for our businesses. The hikers eat, sleep and shop in Hiawassee establishments.

AUDIENCE

2500 Appalachian Trail Hikers and many volunteers from the area.

DATES

Seven days a week from Monday, February 24 through Saturday, May 3, 2025. Monday's during this from 2:30 to 4:00 the grill is fired up in the Town Square Park and free hot-dogs and hamburgers are offered to the hikers.

Contact Denise McKay at 706-896-2202 or email dda@hiawasseeega.gov to discuss a tailored partnership package to meet your specific objectives.

SPONSORSHIP LEVELS

Shuttle Sponsor **\$500 (Eight Available)**

- ◆ Business name and Logo Decal on the Hiawassee Shuttle Bus.
- ◆ Logo on marketing materials and printed advertisements
- ◆ Business name and/or logo listed on sponsorship boards placed in Town Square Park during Mayor's Monday Cook-out

Mayor's Monday Cook-out Sponsor **\$500 (One Available)**

- ◆ Business name and/or your name and logo on cooks aprons Instagram, Facebook and Facebook events
- ◆ Your name and business logo on marketing materials and printed advertisements
- ◆ Business and/or your name and/or logo listed on sponsorship boards placed in Town Square Park during Mayor's Monday Cook-out

Friends Sponsor **\$100**

- ◆ Business and/or your name and/or logo listed on sponsorship boards placed in Town Square Park during Mayor's Monday Cook-out



Sponsorship helps to cover the cost to produce Hikeawassee (shuttle gas and repairs, Mayor's Monday Cookout) any remaining proceeds are used for economic development activities in Downtown Hiawassee.



Summer FUN-draiser

Deadline: March 15, 2025

EVENT DETAILS

Each summer the DDA sponsors a large music and dinner event to raise funds for the costs incurred for the renovation of Paris Business Center (PBC) project. The PBC is a full service business development Center, with incubator spaces designed to encourage small business development in the region.

Publicity for the event begins in March and continues through August utilizing the following marketing channels: radio, newspaper, direct mail, rack cards and numerous social media platforms.

AUDIENCE

700 to 1200 residents and guests attend this annual event.

DATE

Saturday, July 19, 2025

Contact Denise McKay at 706-896-2202 or email dda@hiawasseega.gov to discuss a tailored partnership package to meet your specific objectives

SPONSORSHIP LEVELS

Premier Sponsor (1) plus category exclusivity \$7,500

- ♦ Corporate branding on all promotional materials, prominent positioning in all event marketing channels, and corporate exclusivity on stage banner(s).
- ♦ Stage recognition the night of the event, plus a backstage band meet and greet for two (2)
- ♦ A reserved VIP table for six people.

Major Sponsor (no category exclusivity) \$6,000

- ♦ Prominent logo placement on marketing material banner; company name included in the written press release
- ♦ Prominent logo placement during the event
- ♦ Logo and/or your name mentioned in all digital content; recognition on the night of the event;
- ♦ A Reserved VIP table for six.

Main Stage Sponsor \$5,000

- ♦ Logo on printed advertisements and included in digital marketing materials
- ♦ Recognition at the event
- ♦ A reserved VIP table for six.

Supporting sponsor \$1,000

- ♦ Company or your name included in all press releases.
- ♦ Opportunity to purchase a VIP table before the general sale are opened the public



HIAWASSEE
D O W N T O W N
D E V E L O P M E N T
A U T H O R I T Y

Revitalizing downtown Hiwassee into a vibrant and
engaging downtown for all to enjoy.



@ Hiwassee Downtown Development Authority (2.2K followers)



@ Hiwasseegadda (600 followers)

50 River Street, Hiwassee, GA 30546
DDA@Hiwasseeega.gov | 706.896.2202

Hiwassee DDA Inc. (registered 501-C3 Corporation)