

Ocala

MAIN STREET

FANTASTIC

15

2023 - 2024



ABOUT THE PROGRAM

What is Ocala Main Street?

Ocala Main Street (OMS), a 501(c)(3) tax exempt organization, is our community's program for improving and maintaining the heart of our community. OMS is more than a merchant's or business association – it is a volunteer driven, nonprofit organization working to revitalize Downtown Ocala. Officially designated as one of the first five Main Street communities in Florida in 1985, OMS employs the National Main Street 4-Point Approach to downtown revitalization.

The 4-Point Approach focuses on:

- **Organization:** Involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.
- **Promotion:** Positions the downtown district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.
- **Design:** Supports a community's transformation by enhancing the physical and visual assets that set that downtown district apart.
- **Economic Vitality:** Help the downtown district reposition their districts economy through market-driven business retention & development strategies.



2022-2023 PROJECTS

OCALAMAINSTREET.ORG



REIMAGINING MIDTOWN

- Advocating for Pedestrian Paths
- Golf Cart Ordinance Expansion
- OTrak (Osceola Trail) Activation
- Lane on Main on Catalytic Site(s)



DOWNTOWN DEVELOPMENT CAMPAIGN

- Heart of the Park Initiative
- Capital Investment & Historic Preservation
- Developers Recruitment Tool



TOURISM & PROMOTIONS

- Historic Walking Tours
- LIVE* Downtown Ocala Map
- Rebranding of Downtown Ocala's Districts
- Curated Events for Business Recruitment



CITY OF OCALA PARTNER

OMS performs contract services that meet the needs of the Community Redevelopment Area (CRA) and act as liaison to the downtown businesses.

FANTASTIC 15 PROGRAM

Ocala Main Street is establishing a group of fifteen Ocala/Marion County businesses that recognize the benefit of a revitalized Downtown Ocala to all who call Ocala/Marion County home.

When you partner with Ocala Main Street, you enhance your visibility and demonstrate that your organization is invested in revitalizing the heart of our community.

As a member of the Fantastic 15, your business will be recognized by Ocala Main Street in a variety of print and electronic materials, providing regular visibility and the highest value brand recognition. Most importantly, it ensures that your organization is a participating sponsor of Ocala Main Street's annual events.

Sponsorship in Annual Events:

- 3rd Thursday Sip & Shop (Monthly)
- Historic Walking Tours (Quarterly)
- Small Business Saturday (November)
- Ocala's First Night (December)
- Burger Battle (Spring 2024)
- Heart of the Park Programming (Year-Round)



CORPORATE SOCIAL RESPONSIBILITY

Tailor your philanthropy efforts to meet your CSR goals while our broad reach allows your company to generate lasting impact for Ocala/Marion County.

Cause marketing builds a local, trusted presence that creates a positive brand recognition.



YEAR-ROUND PROMOTIONS

EVENT BENEFITS

- Presenting Sponsor of Historic Walking Tours & 3rd Thursday Sip and Shop Events (\$2,500 annual value)
- Impact Sponsor of Annual Meeting (\$1,500 annual value)
- Stage Sponsor of Ocala's First Night (\$2,500 annual value)
- Bronze Sponsor of Burger Battle (\$1,500 annual value)
- Community Sponsor, Year-Round Heart of the Park Programming (\$2,500 annual value)

Increased sponsorship opportunities are available and can be discussed upon request.

TOTAL SPONSOR VALUE: \$10,500

- Logo placement in the promotional materials of Ocala Main Street's (OMS) major annual events (*total estimated attendance is more than 5,000 supporters*).
- Company logo prominently placed on OMS's website.
- Recognition as a sponsor in OMS's promotional video(s) shared online, at events, on social media, and in state-wide promotions of Ocala.
- Quarterly recognition on Ocala Main Street platforms.
 - o 13.5K+ social media followers
 - o 60k+ Facebook & IG reach
 - o 40k+website page views/month
- Logo placement on electronic newsletters sent to 5,000+ recipients.
- Inclusion in OMS's Annual Report shared with 5,000+ community stakeholders.
- Concierge tickets to all OMS events.
- Heart of the Park recognition, including but not limited to sponsorship plaque in main lobby, garden plaque on front entrance, brick engraving on main entrance path.
- Lane on Main corporate sponsorship recognition onsite at pop-up locations (November-May).
- The rights to use the OMS Fantastic 15 OMS logo on corporate materials to show partnership and support of Downtown Ocala and it's small businesses.

Fantastic 15 Partners will be heavily promoted as companies who are investing in the core of our community. These businesses understand that the heart of Ocala is our historic downtown district, and through revitalization efforts and historic preservation our entire county will develop and prosper.

MAIN STREET DISTRICT MAP

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OCALA MAIN STREET

FANTASTIC 15 CORPORATE SPONSORSHIP

Contact Name: _____

Title: _____

Company: _____

Street Address: _____

City/State/Zip: _____

Email: _____

Website & Social Handle(s): _____

MEMBERSHIP LEVEL

Please select one:

☐ Fantastic 15 Corporate Sponsorship | \$6,000 ☐ 1 Year ☐ 2 Years ☐ 3 Years

TO BE PAID: ☐ Check ☐ Credit Card ☐ Bill Me (select one below):

☐ Monthly ☐ Quarterly ☐ On a Specific Date: _____

PAYMENT INFORMATION

Name on Card: _____

Card Number: _____

Card Type: _____ Billing Zip: _____

Expiration Date: _____ CVC Code: _____

I authorize Ocala Main Street to charge \$_____ (amount) to the credit card provided herein. I agree to pay for this purchase according to the cardholder statement.

Signature (for credit card use)

Date

FOR OFFICE USE ONLY:

OMS Contact Representative:

☐ Payment Received ☐ Payment Processed ☐ Logo Received

Ocala Main Street is a 501(c)3 tax exempt organization. Your contribution is deductible to the fullest extent allowed by the law. Please see your tax consultant for details.

REMIT PAYMENTS TO:
Ocala Main Street
110 N Magnolia Ave., Ocala, FL 34475

QUESTIONS? Call 352-421-0047

**OCALA
MAIN STREET**
OCALAMAINSTREET.ORG



THEATRE

FREE POPCORN
AND DRINK TUES

50

THANK YOU
FOR SUPPORTING
DOWNTOWN OCALA

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ocalamainstreet.org
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