

third thursday

# Sip & Shop

downtown ocala



## 3RD THURSDAY SIP & SHOP | MARKET SPONSOR

Sponsorship for September 2024 to May, 2025  
Sponsorship Level: \$2,500 (9 month benefits)

### ABOUT THE EVENT:

The 3rd Thursday Sip + Shop is aimed at supporting our small local businesses during a time of the month that is typically slow for them. A celebration of community - this monthly event is a fun night of shopping + enjoying drinks in downtown Ocala!

Each participating store stays open late from 5-8pm for perusing and offers a complimentary beverages. If participants make a purchase at a shop included in the event, they can show their receipt(s) to enjoy 15% off at many downtown eateries and bars for the rest of the night!

With over 15 vendors on the sidewalks of downtown Ocala and Live Music on the Square - this event encourages pedestrians and the general public to explore our district and shop small.

### AUDIENCE:

- 500+ monthly attendance
- 15+ Artisan Vendors
- 25+ Participating stores and restaurants
- Over 60k+ monthly reach on OMS social platforms

### SPONSORSHIP BENEFITS

- Designation as Market Sponsor of event
- Logo recognition on Ocala Main Street and co-hosts event landing pages (28 associated businesses)
- Prominent logo placement on all printed and electronic event materials (i.e. flyers, posters, event program).
- Recognition in print advertising
- Recognition in pre and post-event press releases
- Opportunity for vendor table set-up during event in Downtown Square (provided by sponsor)
- Opportunity for banner placement on Ocala Main Street Tent in Downtown Square (provided by sponsor)
- Social Media recognition on both Ocala Main Street and associated businesses pages
- Event programs can be hosted at presenting sponsor location to drive additional traffic to physical on-site booth.