



# DOWNTOWN **PASO** *Safe*

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**P**REPARE. **P**ROTECT. **E**VERYONE.

**Paso Robles Downtown Main Street Association presents...**

## **A SPONSORSHIP OPPORTUNITY**

Paso Robles Main Street Association (Main Street) is a non-profit organization, established to actively restore, promote and enhance the economic vitality and unique historical value of downtown Paso Robles, while maintaining a safe & friendly, community atmosphere for all.

Since the onset of COVID-19, our downtown businesses have faced economic challenges. In previous years, our community and our downtown businesses have overcome the great recession, earthquake and now—the coronavirus pandemic.

Main Street represents our downtown businesses—including retail, hotels, offices, restaurants, residents, wineries, breweries and other merchants. Main Street acknowledges that our businesses are continuing to adjust to COVID-19 related disruptions. We continue to advocate for these organizations, share relevant information when helpful and assist with economic recovery.

## **CAMPAIGN OVERVIEW**

Main Street has created a recovery campaign to send a message to our downtown businesses and community—to promote businesses and community to be safe in downtown Paso Robles...it's called the **Downtown PASO*Safe*** campaign. As our community and businesses are continuing to face COVID-19 recovery challenges, Main Street invites you to be a participating supportive sponsor for this ongoing outreach initiative.

## **SPONSORSHIP DETAILS**

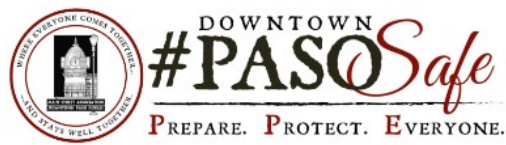
### **PHASE 1 – BUSINESS PPE KIT SPONSORSHIP**

As downtown businesses have re-opened, Main Street launched this campaign by sharing a message of support and informative resources to our downtown businesses. Main Street's first initiative, as part of this ongoing campaign, is a **Downtown PASO*Safe*** Personal Protective Equipment (PPE) Kit that has been distributed to downtown businesses. These PPE Kits have been 100% funded by various local businesses to support our downtown businesses. For your reference, below are promotion samples of the campaign and PPE Kit.

- PPE Kit Contents:
  - Masks (Unlimited number of fabric masks for each one of their employees—at no charge)
  - Gloves (1 box)
  - Hand Sanitizers (2 bottles)
  - A **Downtown PASO*Safe*** COVID-19 Best Safety Practices Reminder—to include:
    - A list of Local PPE Product Suppliers & Businesses
    - COVID-19 Resources - Self Certification & Industry-specific Safety Guidelines

## PROMOTION ~ SAMPLES

### CAMPAIGN - Brand/Messaging



PPE Kit Bag - SAMPLE



PPE Kit Bag - Contents



### PHASE 2 – COMMUNITY OUTREACH SPONSORSHIP

As a partnering sponsor of Main Street in our **Downtown PASO*Safe*** campaign, you'll help send a message to our community, that our downtown businesses are implementing safety as a best practice, while inviting our community to a safe downtown. As our downtown businesses re-open, it's our goal to keep our downtown alive and get back on track to thrive. Since Main Street is a non-profit organization and it's our mission to help with recovery efforts in our downtown—and we are looking for partnering businesses' support us in this initiative. Main Street's tagline is "Where everyone comes together". For this recovery campaign, our tagline is "Where everyone comes together and stays well together".

## **BENEFITS**

- As mentioned above, you'll help keep our downtown alive. As a partnering sponsor of Main Street in our **Downtown PASO*Safe*** campaign, you'll be a partner in sending a positive message to promote downtown businesses to our community, inviting our community to a safe downtown.
- All sponsors will be acknowledged in Main Street's marketing and promotion efforts, throughout the entire COVID-19 Recovery Campaign—the **Downtown PASO*Safe*** initiative.

## **MARKETING & PROMOTION**

- Main Street will promote and acknowledge sponsors via:
  - Social Media—Main Street's & the **Downtown PASO*Safe*** Campaign Facebook Pages
  - Campaign E-blasts
  - Press Releases
  - Main Street's Websites—Main Street's & the **Downtown PASO*Safe*** Campaign websites.
- **Downtown PASO*Safe*** Campaign will be running ongoing as our downtown recovers—you'll be one of our brand sponsors.
- **Downtown PASO*Safe*** Campaign and group following—scheduled to launch by Mon, June 8, 2020—to include your logo as an acknowledged sponsor.
- City of Paso Robles' Mayor Martin has offered to distribute kits downtown with accompanying promotion of campaign in media coverage, interviews, etc.—promoting safety in our downtown.
- Main Street is:
  - Continuously increasing our social media following on our Main Street Facebook page. (analytics and details are available upon request)
  - Continuously expanding our community email list via virtual activities and promotions.
  - Launching Main Street's new website by June 8, 2020.

**SPONSORSHIP FORM** - Refer to sponsorship form below...

## SPONSORSHIP FORM

Please complete and return sponsorship form with your generous contribution to: Paso Robles Downtown Main Street Association, 835 12<sup>th</sup> St., Suite D, Paso Robles CA 93446.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Business \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Additional Comment \_\_\_\_\_ Amount \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please make your check payable and mail to:

Paso Robles Main Street Association  
835 12<sup>th</sup> St., Suite D  
Paso Robles CA 93446

We'd like to acknowledge your company as a sponsor in our marketing and promotional materials throughout this campaign; therefore, please forward a hi-res image of your logo to:

Susanne Anshen, Paso Robles Main Street Association  
Email: [info@pasoroblesdowntown.org](mailto:info@pasoroblesdowntown.org)

If you have any questions, please contact Susanne Anshen via email: [info@pasoroblesdowntown.org](mailto:info@pasoroblesdowntown.org) and/or cell: 805.540.0027. Visit [www.pasoroblesdowntown.org](http://www.pasoroblesdowntown.org) for a complete overview of our mission and outreach to the community. A letter of confirmation of receipt and thank you will be forwarded to you upon receipt of in-kind and/or monetary donation. Paso Robles Main Street Association is a 501(c)3 organization. Tax ID# 77-0196830.

*You're commitment to becoming a **Downtown PASO****Safe** sponsor will help us achieve our goal. Thank you for your support of Paso Robles Downtown Main Street Association and our downtown businesses.*