



2025 MAIN STREET NOW CONFERENCE PROSPECTUS

April 7 - 9 | Philadelphia, Pennsylvania

**MAIN
STREET**
Now
2025

© National Main Street Center

ABOUT MAIN STREET AMERICA



- + Main Street America leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts.
- + Our network of more than 1,600 grassroots organizations and 46 State, County, and City-level Coordinating Programs are united by a commitment fostering strong local economies and enhancing the distinctive character that makes communities attractive to residents, visitors, and businesses.
- + Main Street programs are diverse in size and composition; 80% of these districts encompass low- to moderate-income census tracts.
- + The Main Street Approach—our time-tested framework for community-driven revitalization—equips local leaders with a practical, adaptable, and balanced approach to achieving economic health and quality of life outcomes.

ABOUT PENNSYLVANIA DOWNTOWN CENTER

MAIN
STREET
2025
Now

Pennsylvania Downtown Center (PDC) is the only statewide nonprofit dedicated solely to the revitalization of the commonwealth's core communities. PDC accomplishes its mission by engaging local community leaders and volunteers to advance the sense of place, quality of life and economic vitality of their downtowns, neighborhood business districts and nearby residential areas.

Philadelphia is notable for its rich history, on display at the Liberty Bell, Independence Hall (where the Declaration of Independence and Constitution were signed) and other American Revolutionary sites.



MAIN STREET IMPACT

MAIN
STREET
2025
Now



Downtown Camas Association, WA

Since 1980, over 2,000 programs have used the Main Street Approach™, resulting in:

- +\$101.58 Billion** Reinvested in Communities
\$5.68 Billion Reinvested in 2023
- +746,897** Net New Jobs
35,162 Net New Jobs in 2023
- +168,693** Net Gain in Businesses
6,630 Net New Businesses in 2023
- +325,119** Buildings Rehabilitated
10,556 Buildings Rehabbed in 2023
- +33.7 Million** Volunteer Hours Leveraged
1.6 Million Volunteer Hours in 2023

The background is a photograph of a narrow alleyway in Old City, featuring brick buildings, hanging plants, and street lamps. A semi-transparent blue overlay covers the entire image, with a diagonal split where the top-left portion is a lighter shade of blue. The text 'MAIN STREET' is in a large, white, bold, sans-serif font. The word 'Now' is in a large, white, cursive script font. The year '2025' is in a smaller, orange, bold, sans-serif font, positioned between 'STREET' and 'Now'.

MAIN STREET *Now* 2025

ABOUT MAIN STREET NOW

MAIN
STREET
2025
Now

Main Street Now is the largest nationwide gathering of commercial district revitalization professionals in the U.S., drawing local economic development and revitalization leaders from small towns, mid-sized cities, and urban neighborhood business districts for an immersive networking and learning experience.

In years past, Main Street Now has attracted 2,000 attendees from across the nation and around the world.



ABOUT MAIN STREET NOW



The Conference will feature a wide range of engaging content sharing, connection, and networking formats, including:

- Opening & closing plenaries
- Daily keynotes
- Breakout education sessions
- Facilitated group conversation sessions for attendees to network and engage around specialized topics
- Meet-ups
- Exhibit Hall
- Immersive mobile workshops in Main Street communities



ABOUT MAIN STREET NOW

MAIN
STREET
2025
Now



ABOUT MAIN STREET NOW

CONFERENCE ATTENDEES

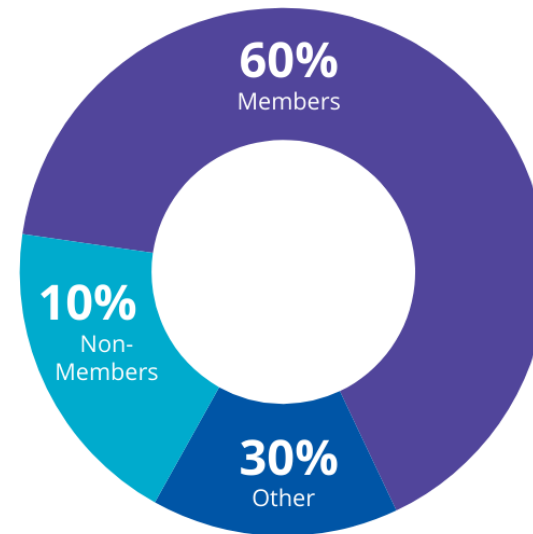
Snapshot

**Local leaders
from**



44 States & Washington, D.C.
Rural, urban & suburban communities

Identify as



**Are highly
engaged**



42% email open rate

9% Civic Leaders

46% First-time participants

WHY SPONSOR?

Sponsoring the Main Street Now Conference is a highly visible, cost-effective way to reach community leaders and partners as they foster new ideas and solutions for preservation-based revitalization. Sponsor packages provide partners with the opportunity to:

- Demonstrate leadership through programming and promotions
- Connect directly with local decision-makers
- Support communities on their path to economic revitalization

“One of the most important advantages of attending the Main Street Now Conference was that it let me step back from my day-to-day living and gain some new perspectives in both creativity and problem solving. Attending this conference was and will continue to be a great motivator!”
- Jan Wardrobe, Main Street Enterprise volunteer

SPONSOR SNAPSHOT

A Detailed List of Benefits can be found on Slide 32



Co-Host // \$100,000

Combination of one \$50,000 event and 1-2 sponsored sessions
OR smaller events (e.g.: Entrepreneurial Ecosystem Meet Up, Big City Reception)

Presenting // \$75,000

Combination of one \$50,000 event
OR two (2) \$25,000 events plus
one \$10,000-\$15,000 event.

Platinum // \$50,000

- + Great American Main Street Award Sponsor
- + Opening Plenary Sponsor
- + Big Bash Sponsor

SPONSOR SNAPSHOT CONTINUED

A Detailed List of Benefits can be found on Slide 36



Gold // \$25,000

- + Civic Leader Lunch Sponsor
- + Closing Plenary Sponsor
- + Main Idea Session Sponsor
- + Mary Means Leadership Award Sponsor
- + Welcome Reception Sponsor
- + Expo Hall and Exhibitor Reception Sponsor
- + Education Track Sponsor *includes one (1) session within the track*

Silver // \$15,000

- + Mobile Workshop Sponsor
- + Hospitality Sponsor
- + Founders Reception Sponsor
- + Tactical Solution Session Sponsor *(receives one session; four available)*
- + Affinity Group Events Sponsor (Big City Reception; El Cafecito; Entrepreneurial Ecosystem Meet-up; LGBTQ+ Mixer; New Attendee Meet-up)
- + Tote Bag Sponsor

Bronze // \$10,000

- + Wifi Sponsor *supports Wifi for conference attendees*
- + Lanyard Sponsor
- + Conference App Sponsor
- + Wellness Sponsor
- + Phone Charging Station Sponsor

CO-HOST SPONSOR DETAILS

\$100,000

1 AVAILABLE

As a conference **Co-Host Sponsor**, enjoy maximum exposure to our nationwide network through recognition as co-host of the conference in all communications.

This includes the opportunity to make 3-5 minutes of remarks at the Main Street Now Opening Plenary and Founders Reception, as well as all co-host conference benefits (see Slide 36).



PRESENTING SPONSOR DETAILS

\$75,000

1 AVAILABLE

As a **Presenting Sponsor**, enjoy premier exposure to our nationwide network through sponsoring two (2) \$25,000 level events plus one \$10,000-\$15,000 event of your choosing.

Benefits Highlight: In addition to the opportunity to provide introductory remarks during the sponsored events of their choice, sponsors receive recognition in all conference-related communications, signage, and emails.



PLATINUM SPONSOR DETAILS

\$50,000

Great American Main Street Award - 1 available

The Great American Main Street Award (GAMSA) recognizes the three communities that have excelled in preservation-based community revitalization each year. The announcement of this coveted award is a highlight of the Opening Plenary.

Benefits Highlight: Get the chance to make 3-5 minutes of remarks on stage, opportunity for advertising before each GAMSA video is played, recognition in related press releases and media, as well as all Platinum Sponsor benefits.



PLATINUM SPONSOR DETAILS

\$50,000

Opening Plenary - 1 available

This event serves as the official kick-off to the conference and welcomes approximately 2,000 attendees with an inspiring opening program and networking opportunities.

Benefits Highlight: Get the opportunity to make 3-5 minutes of remarks on stage, special signage at the event, recognition in press releases and media, plus all Platinum Sponsor benefits.



PLATINUM SPONSOR DETAILS

\$50,000

Big Bash - 1 available

The Conference's popular closing celebration brings together around 600-700 attendees for music, dancing, food, and fun.

Benefits Highlight: Recognition in all media and marketing opportunities surrounding the Big Bash plus all other Platinum Sponsor benefits.



GOLD SPONSOR DETAILS

\$25,000

Civic Leaders Lunch - 1 available

An invitation-only luncheon for civic leaders, this event will feature a keynote speech on the impact of the Main Street program, in addition to a round table on strategies that elected officials can use to bring prosperity to their Main Streets.

Benefits highlight: Get the opportunity to make 3-5 minutes of remarks at session, special signage at the event, recognition in emails and social media, plus all Gold Sponsor benefits.



GOLD SPONSOR DETAILS

\$25,000

Closing Plenary - 1 available

The Closing Plenary offers attendees an engaging keynote to wrap up the conference. Attendees reflect on three days of learning, and the 2026 Conference location will be unveiled.

Sponsors get the chance to display additional signage and provide 2-4 minutes of remarks, in addition to all other Gold Sponsor benefits.



GOLD SPONSOR DETAILS

\$25,000

Main Idea Session - 1 available

The Main Idea Session kicks off Tuesday morning with a thought-provoking presentation for conference attendees. This well-attended session provides conference-goers with action items to take back to their communities.

Sponsors have the opportunity to provide brief opening remarks and provide input on content for the session, as well as special signage and all other Gold Sponsor benefits.



GOLD SPONSOR DETAILS

\$25,000

Mary Means Leadership Award - 1 available

The Mary Means Leadership Award is given out annually to celebrate an outstanding leader in the Main Street Network. Announced at the Closing Plenary, the award recognizes a staff or volunteer leader at a local Main Street organization or Coordinating Program.

Welcome Reception - 1 available

The Welcome Reception kicks off the conference and is a perfect opportunity for attendees to mingle and enjoy refreshments together before the conference officially begins.



GOLD SPONSOR DETAILS

\$25,000

Expo Hall & Exhibitor Reception - 1 available

The Main Street Expo provides approximately 2,000 conference attendees the opportunity to learn about new resources for their communities. The popular Exhibitor Reception brings together attendees for refreshments and a raffle in the Expo Hall.

Sponsors have the opportunity to display additional signage in the hall, receive premium booth placement, and all other Gold Partner benefits.



GOLD SPONSOR DETAILS

\$25,000

Education Track (3 available)

Main Street Now education programming is centered around a number of themes, which will be announced in the fall of 2024. Each education track includes 5-6 sessions related to the theme.

Sponsorship includes logo recognition in online program, the opportunity to make remarks or serve on the panel of one of the sessions, and all other Gold Sponsor benefits.



SILVER SPONSOR DETAILS

\$15,000

Mobile Workshops

Mobile Workshops provide conference attendees with the chance to use Philadelphia as their community revitalization classroom. Mobile Workshops will take conference-goers all over the city and region to learn from their communities. Sponsors will receive recognition on all Mobile Workshop signage, as well as all other Silver Sponsor benefits.

Hospitality Sponsor

Keep attendees fueled, caffeinated, and ready to learn by sponsoring breakfast, coffee, and snacks. Refreshment breaks are one of the most requested components of the conference, and sponsors will receive recognition on signage, as well as all other Silver Sponsor benefits.



SILVER SPONSOR DETAILS

\$15,000

Founders Reception

This exclusive event brings together board members, sponsors, elected officials, and other special guests for an evening of food, drink, and networking. Sponsors receive additional event signage and branding on invitations, the opportunity to make welcoming remarks, as well as all Silver Sponsor benefits.



Tactical Solution Session (4 Available)

These short, 30-minute sessions, are designed to offer practical solutions that Main Street programs can use to solve common issues in their communities. Sponsors have the opportunity to program and/or speak, receive logo recognition on signage at the session, and distribute promotional materials to session attendees.



SILVER SPONSOR DETAILS

\$15,000

Affinity Group Events (1 per sponsor)

Big City Reception

This reception brings together Main Street's network of neighborhood commercial district practitioners from large cities across the country for an evening of networking, drinks, and food.

El Cafecito

El Cafecito provides an opportunity for Spanish-speaking Main Street leaders to network and connect with other over coffee and refreshments.

Entrepreneurial Ecosystem Meet-up

Economic and community development practitioners will come together to discuss building supportive networks for small businesses at this collaborative and networking-focused gathering.

Sponsors receive event signage, branding on invitations, and all other Silver Sponsor benefits.



SILVER SPONSOR DETAILS

\$15,000

Affinity Group Events (continued)

LGBTQ+ Mixer

This meet-up provides an opportunity for members and allies of the LGBTQ+ community at Main Street Now to gather and connect with each other.

New Attendee Meet-up

Conference-goers get the chance to meet each other, ask questions, and learn how to make the most of their conference experience at this gathering for first-time Main Street Now attendees.

Sponsors receive event signage, branding on invitations, and all other Silver Sponsor benefits.



SILVER SPONSOR DETAILS

\$15,000

Tote Bags

Main Street Now attendees receive a tote bag filled with conference materials when they check in. The sponsorship amount includes the product cost with all procurement the responsibility of Main Street America. The sponsor will get their logo on the product, as well as all Silver Sponsor benefits.

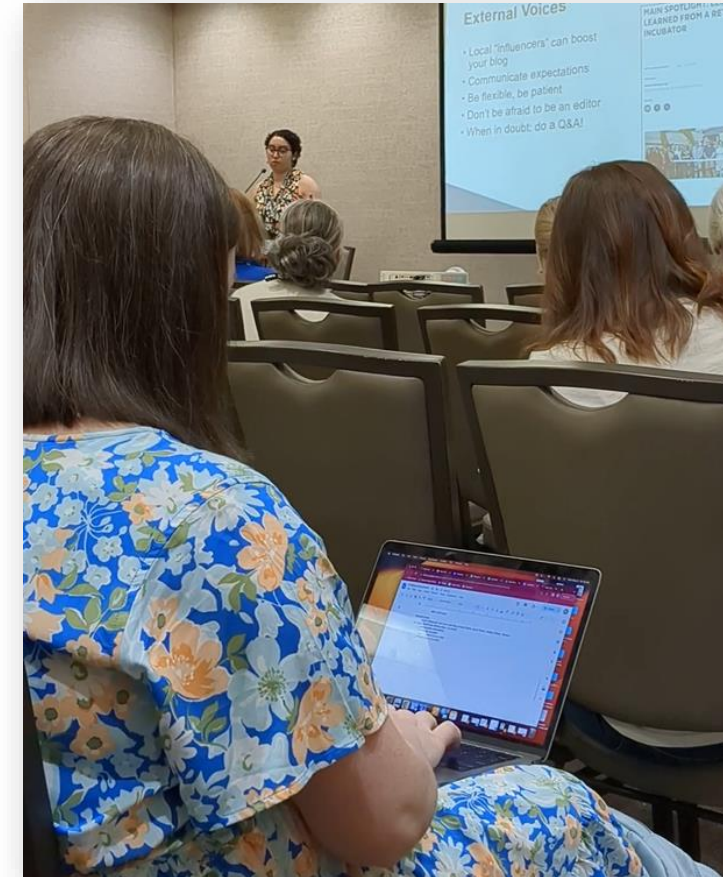


BRONZE SPONSOR DETAILS

\$10,000

Wi-Fi

By underwriting the cost of providing Wi-Fi to all conference attendees, this sponsorship provides direct support to Main Street directors to maximize their conference experience. Sponsor will receive logo recognition in online and printed program, as well as special signage throughout the conference site.



BRONZE SPONSOR DETAILS

\$10,000

Lanyards

All Conference attendees receive lanyards with their name badge when they check in. The sponsorship amount includes the product cost with all procurement the responsibility of Main Street America. The sponsor will get their logo on the product, as well as all Bronze Partner benefits.

Conference App

The official conference app allows attendees to create personalized session schedules, submit speaker surveys, and receive conference highlights. Benefits include complimentary banner ads, as well as Bronze Partner benefits.



BRONZE SPONSOR DETAILS

\$10,000

Wellness

Support the health and well-being of conference attendees. Sponsors can choose to fund health and wellness staff, fitness and/or meditation sessions, massage stations, a nursing room, or other opportunities to champion wellness at the conference. Includes logo recognition on signage, along with all other Bronze Sponsor benefits.

Phone Charging Station

Sponsor will support charging stations for attendees to use adjacent to conference session rooms. Includes logo recognition on signage, along with all other Bronze Sponsor benefits.



CONFERENCE SCHOLARSHIPS

Make the Main Street Now Conference experience possible for local leaders in your target markets or partner communities by supporting conference registration and travel scholarships.

- **Bronze: \$10,000** covers registration and travel stipends for 8 local leaders
- **Silver: \$15,000** covers registration and travel stipends for 12 local leaders
- **Gold: \$25,000** covers registration and travel stipends for 21 local leaders
- **Platinum: \$50,000** covers registration and travel stipends for 42 local leaders

Scholarship sponsors will receive recognition on dedicated signage and all other benefits associated with their sponsor level.



ADDITIONAL OPPORTUNITIES

MAIN
STREET
2025
Now

Exhibit with Main Street

Reserve a booth in our expo hall and advertise your services to Main Street Now attendees.

Contact Steve Amraen at samraen@mainstreet.org for more information.



Customize Your Sponsorship Opportunity

We're happy to discuss alternative options and custom sponsorship packages with your company.

Please contact Katie Eckstein at keckstein@mainstreet.org for more information.



SPONSOR BENEFIT HIGHLIGHTS



ALL SPONSORS (\$10,000+) RECEIVE THE FOLLOWING:

- + Logo on the Main Street Now Conference app
- + Logo recognition on conference signage
- + Complimentary Conference registrations and tickets to the Founders Reception and Big Bash

SPONSOR BENEFITS OVERVIEW

| | Co-Host | Presenting | Platinum | Gold | Silver | Bronze |
|---|-----------|------------|----------|----------|----------|----------|
| | \$100,000 | \$75,000 | \$50,000 | \$25,000 | \$15,000 | \$10,000 |
| Conference Registration and Tickets | | | | | | |
| Complimentary Registration | 10 | 7 | 5 | 3 | 2 | 2 |
| Big Bash Tickets | 10 | 7 | 5 | 3 | 2 | 2 |
| Founders Reception Invitations | 5 | 5 | 5 | 3 | 2 | 2 |
| Branding | | | | | | |
| Verbal recognition from Stage at Opening & Closing Plenaries | X | X | X | X | | |
| Logo included in sponsor slideshow played before each Plenary | X | X | X | X | X | X |
| Recognition on conference signage | Logo | Logo | Logo | Logo | Logo | Logo |
| Logo included in all speaker presentation templates | X | X | X | | | |
| Digital and Social Media Marketing | | | | | | |
| Logo included on all conference emails | X | X | X | | | |
| Logo included on conference website | X | | | | | |
| Logo on Main Street Now Conference App Homepage | X | X | X | | | |
| Logo in Conference App Sponsor Directory | X | X | X | X | X | X |
| Instagram Story mentions | 5 | 4 | 2 | 1 | | |
| Facebook mentions | 3 | 3 | 2 | 1 | 1 | |
| Recognition on Main Street America website for one year | Logo | Logo | Logo | Logo | Logo | Logo |
| Session Sponsorship | | | | | | |
| Tactical Solution session | X | X | X | | | |
| Distribute promotional materials (provided by sponsor) at sponsored event | X | X | X | | | |
| Push notification for sponsored session | X | X | X | X | | |
| Verbal recognition from stage at sponsored event (as applicable) | X | X | X | X | X | X |
| Logo recognition at sponsored event (signage/presentation screen) | X | X | X | X | X | X |
| Speaking Opportunities | | | | | | |
| Opportunity to make 3-5 min. remarks at sponsored event | X | X | X | X | X | |
| Additional Conference Benefits | | | | | | |
| 1:1 meeting with CEO at the conference | X | X | X | | | |
| Complimentary 8x10 Booth Space in Expo Hall | X | X | X | X | | |
| Email list of attendees (who opt in upon registration) | X | X | X | X | | |

TESTIMONIALS

"I feel that this experience brings new ideas and a fresh approach; solutions for the problems that we face in developing interests in our Main Street."



"I found the sessions that I took very informational and helpful. I believe I can apply most everything from the sessions to our Main Street program."

TESTIMONIALS

MAIN
STREET
2025
Now

"I gained [valuable information] from the sessions I attended. I also appreciated the opportunity to develop connections with and learn from my peers!"



"The mobile workshops are very beneficial in providing ideas from other cities and provides a relaxed networking experience."



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™

KATIE ECKSTEIN

Director of Development

P 312.610.5616 | E keckstein@mainstreet.org

**Main Street America
53 West Jackson Blvd. Suite 350
Chicago, IL 60604
www.mainstreet.org**