



2026 MAIN STREET NOW CONFERENCE PROSPECTUS

April 13-15 | Tulsa, Oklahoma

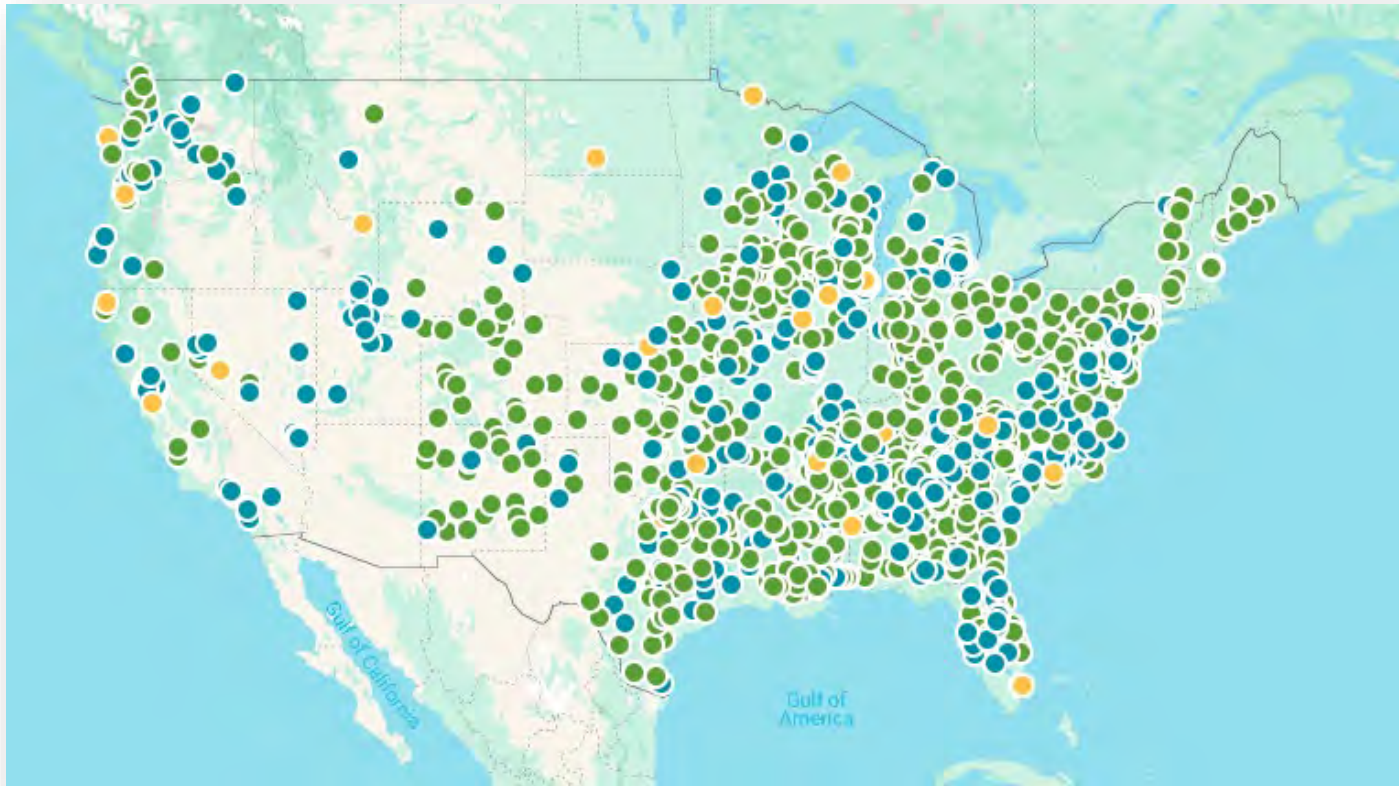
MAIN
STREET
Now
2026

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ABOUT MAIN STREET AMERICA



Main Street America leads an inclusive, impact-driven movement dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts nationwide.



1,600 local Main Street organizations

46 State, County, and City-level Coordinating Programs

United by a commitment to strengthen communities through place-based economic development

OUR COHOSTS



For more than 30 years, **Oklahoma Main Street** has pumped new life back into the heart of communities across the state. Historic preservation, downtown revitalization efforts and powerful economic stimulation combine to restore the core assets of communities and enhance the quality of life for Oklahomans.



Visit Tulsa's mission is to attract people to Tulsa and bring diverse economic vitality to the region.



Oklahoma Commerce brings jobs, investment, and economic prosperity to the state of Oklahoma.

MAIN STREET IMPACT

MAIN
STREET
Now
2026



1980-2024 COLLECTIVE IMPACT

of Nationally Designated Main Street Programs

\$115.27 Billion Reinvested Locally

181,647 Net New Businesses

815,894 Net Gain in Jobs

345,801 Buildings Rehabilitated

37.3 Million Volunteer Hours

Nevada, Iowa © KandE Productions



MAIN STREET *Now*

2026

ABOUT MAIN STREET NOW



The Main Street Now Conference is the largest gathering of commercial district revitalization professionals in the U.S.

The conference draws local economic and community development leaders from small towns, mid-sized cities, and urban neighborhood business districts for an immersive networking and learning experience.



ABOUT MAIN STREET NOW



Main Street Now features 100+ opportunities to connect, learn, and celebrate, including:

- Opening plenary & closing celebration
- Daily keynotes
- Interactive education sessions
- Facilitated peer learning sessions
- Meet-ups
- Exhibit hall
- Immersive mobile workshops



ABOUT MAIN STREET NOW



BY THE NUMBERS



190 Expert
Speakers



130+ Education
Sessions



Sessions Ranked
as Excellent/Good



\$2.9 Million
Economic Impact



17 Sponsors



381,000 Views on
Social Media



125,000 Conference
Email Opens



184,000 Conference
Webpage & App Views

ABOUT MAIN STREET NOW

MAIN
STREET
Now
2026

MAIN
STREET
Now
2025

ATTENDEE PROFILE



+ Washington DC, Puerto Rico & Japan

2171

Attendees



- Main Street Leaders 61%
- Revitalization Professionals 13%
- Civic Leaders 11%
- Other 15%

*"The content and the people
were outstanding!"*





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

SPONSOR SNAPSHOT

A Detailed List of Benefits can be found on Slide 35



Co-Host // \$100,000

- *One (1) available, includes recognition on ALL conference communications, and Speaking Opportunity at Opening Plenary and Founders Reception*

Presenting // \$75,000

- Combination of one \$50,000 event OR two (2) \$25,000 events plus:
- One (1) \$10,000-\$15,000 event.

Platinum // \$50,000

Choice of:

- Great American Main Street Awards Sponsor
- Opening Plenary Sponsor
- Big Bash Sponsor

SPONSOR SNAPSHOT CONTINUED

A Detailed List of Benefits can be found on Slide 35



Gold // \$25,000

Choice of:

- Civic Leaders Lunch Sponsor
- Closing Celebration Sponsor
- Main Idea Session Sponsor
- Mary Means Leadership Awards Sponsor
- Welcome Reception Sponsor
- Expo Hall and Exhibitor Reception Sponsor
- Tote Bag Sponsor

Silver // \$15,000

Choice of:

- Mobile Workshops Sponsor
- Hospitality Sponsor
- Founders Reception Sponsor
- Big City Reception
- Entrepreneurial Ecosystem Meet-up
- LGBTQ+ Mixer
- Education Track or Topic Sponsor *includes welcome remarks at one (1) session*

Bronze // \$10,000

Choice of:

- Wifi Sponsor
- Device Recharge Station
- Lanyard Sponsor
- Conference App Sponsor
- El Cafecito
- New Attendee Meet and Greet

General // \$5,000

Choice of:

- Individual Tour Sponsor (3 available)
- Event co-sponsor
- Tote Bag Insert (5 available)

CO-HOST SPONSOR DETAILS

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.

\$100,000



PRESENTING SPONSOR DETAILS

\$75,000

1 AVAILABLE

As a **Presenting Sponsor**, enjoy premier exposure to our nationwide network through sponsoring one (1) \$50,000 or 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 Awards - 1 available

The Great American Main Street Awards (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 Celebration - 1 available

The Closing Celebration 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 - 2 available

The Main Idea Session kicks off Tuesday and Wednesday mornings with a thought-provoking presentation for conference attendees. These well-attended sessions provides conference-goers with action items to take back to their communities.

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



GOLD SPONSOR DETAILS

\$25,000

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.

Mary Means Leadership Awards - 1 available

The Mary Means Leadership Awards celebrate outstanding leaders in the Main Street Network. Announced at the Closing Celebration, the award recognizes a staff or volunteer leader at a local Main Street organization or Coordinating Program.



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

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.



SILVER SPONSOR DETAILS

\$15,000

Mobile Workshops

Mobile Workshops provide conference attendees with the chance to use Tulsa 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.

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.



SILVER SPONSOR DETAILS

\$15,000

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.



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.

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



SILVER SPONSOR DETAILS

\$15,000

Education Track or Topic Sponsor

Main Street Now education programming is centered around a number of themes and topic areas, which will be announced in the fall of 2025. Each education track and theme includes 5-6 related sessions.

Sponsors will have the opportunity to give opening remarks at one session in their track or topic, receive logo recognition on all sessions in their track or topic in the online program, and receive all other 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.

Device Charging Station

Sponsor will cover the cost of a charging station for conference attendees to plug in between sessions. Sponsor will receive logo recognition on signage at recharge station, along with all other Bronze Sponsor benefits.



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

New Attendee Meet and Greet

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.

El Cafecito

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

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



GENERAL SPONSOR DETAILS

\$5,000

Individual Tour (3 available)

Sponsors can support one mobile workshop that will take conference attendees to a local community in Tulsa. Sponsors will receive recognition in the online conference program.



Tote Bag Insert (5 available)

Sponsors can provide one paper insert in conference tote bags, which all attendees receive upon check-in.



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
Now
2026

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

	Co-Host	Presenting	Platinum	Gold	Silver	Bronze	General
	\$100,000	\$75,000	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
Conference Registration and Tickets							
Complimentary Registration	10	7	5	3	2	2	1
Big Bash Tickets	10	7	5	3	2	2	1
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	Name
Recognition on conference signage	Logo	Logo	Logo	Logo	Logo	Logo	Name
Digital and Social Media Marketing							
Logo included on all conference emails	X	X	X				
Logo included on conference website	X	X	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	3	3	1	1			
Facebook mentions	5	4	2	1	1		
Recognition in Main Street America Annual Report	Logo	Logo	Logo	Logo	Logo	Logo	Name
Session Sponsorship							
Distribute promotional materials (provided by sponsor) at sponsored event	X	X	X				
Push notification for sponsored session	X	X	X				
Logo recognition on speaker slides for sponsored session	X	X	X	X			
Verbal recognition from stage at sponsored event (as applicable)	X	X	X	X	X	X	X
Logo recognition at sponsored event (signage/presentation screen)	X	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 (requires confirmation by 12/31/2025)	X	X	X				
Email list of attendees, upon request (who opt in upon registration)	X	X	X	X			
Founders Reception Invitations	X	X	X	X	X	X	X



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™

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