



SPONSORSHIP OPPORTUNITIES



ADVOCATING FOR INDEPENDENTLY OWNED BUSINESSES IN MURFREESBORO.



Don't be left out!

Sign up to be a sponsor of Light Up Local and the Firefly Awards today to show your support for local business in Rutherford County!

Spotlight Level: \$1,000

- Featured as a premier sponsor on Facebook event page, exclusive social media announcements about your business leading up to the event and one after event thank you post
- Featured in all Light Up Local press releases*
- Headline sponsor recognition

Spark Level: \$300

- Featured as a Spark level sponsor on Facebook event page, exclusive social media announcements about your business and one after event thank you post
- Sponsor recognition at event

About Light Up Local

Light Up Local is a partnership between LOM and the Smyrna Independent Business Association. It is a celebration of independent businesses in Murfreesboro and Smyrna that is held annually in April and rotates between the two cities.

The highlight of the event is the presentation of the Firefly Awards. Through the people's choice awards celebration, this event highlights the importance of supporting independent businesses by showcasing locally owned businesses in both Murfreesboro and Smyrna in carefully selected categories.

We are excited to host the 2022 Light Up Local Awards ceremony in person. Date and time for our event will be released soon.



Sponsor Downtown on the Farm and help local entrepreneurship students attend college.

\$2,500 Presenting Sponsor (Limit 1)

Sponsorship includes (other considerations as applicable):

- 8 tickets to event,
- Primary placement in all advertisements,
- Signage included in promotional materials at event,
- Primary listing with logo on programs,
- 2 Social media posts on event page
- Opportunity to speak at event

\$1,000 Supporting Sponsor (Limit 4)

- 4 tickets to event,
- Secondary placement on all advertisements,
- 1 Social media post on event page
- Secondary listing with logo on programs

\$500 Friends of Farmers (Limit 8)

- 2 tickets to event,
- Listing of business name on programs, and
- 1 Social media post on event page

\$250 Friends of Students (Unlimited)

- 2 tickets to the event and
- Listing of business name on programs

Tickets are valued at \$100 each and include dinner for one, tickets for a signature cocktail and commemorative, handmade cocktail tumbler.



About Downtown on the Farm

Downtown on the Farm, presented by Locally Owned Murfreesboro, is a farm-to-table fundraising dinner held in September featuring items sourced from local farms that will be transformed into a culinary adventure by five local chefs. Money raised at the event will be used to fund LOM's annual scholarships for students from Rutherford County in the Entrepreneurship Program within the Jones College of Business or School at MTSU.



Sponsorship Commitment Form

Event

- Light Up Local
 \$1,000 \$300
 Downtown on the Farm
 \$2,500 \$1,000 \$500 \$250

Organization Contact Information

(Please print or type all information as you would like it to appear in printed materials, press releases, etc.)

Organization Name: _____

Contact Name: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Please Select: Check Card PayPal Invoice

Credit Card#: _____ Exp: _____ CVC: _____

Authorized Signature: _____ Date: _____

Please Return completed form to

Email: locallyownedboro@gmail.com

Snail Mail: Locally Owned Murfreesboro Attn:
Roxann Deasy | 107 W. Lytle St. | Murfreesboro, TN
37130

ABOUT LOM

An affiliate of the American Independent Business Alliance, Locally Owned Murfreesboro was formed by independent local business owners who are dedicated to promoting the benefits supporting independent businesses. Because Murfreesboro Matters.

LOM's three main focus areas are collective marketing, providing a voice to represent local businesses to the government and media, and networking and referrals.

Learn more at locallyownedmurfreesboro.org.