



## 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 2023 Light Up Local Awards ceremony in person. Tuesday, April 25th, 2023, join us at the historic Sam Davis Home for our celebration.



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

### **\$2,500 Presenting Sponsor (Limit 1)**

Sponsorship includes (other considerations as applicable):

- 10 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)**

- 6 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)**

- 4 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 event
- Listing of business name on programs

Tickets are valued at \$150 each and include dinner for two people, 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. Our 6th year, 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
  Downtown on the Farm
- \$1,000       \$300       \$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](mailto: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](http://locallyownedmurfreesboro.org).