



2024 SPONSOR PACKET



Overview

"Wednesdays at the Depot" is a vibrant, monthly celebration aimed at bringing together the community and showcasing the cultural and business highlights of Old Town Bay St. Louis. Each event is free and open to the public, creating an ideal platform for local businesses to engage directly with a diverse audience.

Event Details

- Frequency: Monthly (Every third Wednesday)
- Dates: April 17, 2024 - September 18, 2024
- Time: 5:00 PM - 8:00 PM
- Location: Historic L&N Train Depot Grounds, Old Town Bay St. Louis
- Hosted by: Hancock County Tourism and Old Town Merchants Association
- Features: Local bands and businesses from Old Town Bay St. Louis & Depot District

**ALL
Local** Live Music • Food
Art • Shopping

Audience

- Local families and residents
- Tourists visiting Old Town Bay St. Louis
- Cultural and music enthusiasts
- Community members interested in local products and businesses

**APRIL
17**

**MAY
15**

**JUNE
19**

**JULY
17**

**AUG
21**

**SEPT
18**

**DAVE
MAYLEY
BAND**

**KELSEY
MORAN
BAND**

**BSL
TRIO**

RUMORS

**JONI
COMPRETTE
BAND**

**ASSUMED
RISK**

SPONSORSHIP OPPORTUNITIES

Sponsors can choose from three levels of sponsorship, each offering unique benefits and exposure.

Bronze Sponsor - \$500

- Benefits:
 - Logo Inclusion: Your logo will be featured on the event website.
 - Event Program Recognition: Your organization will be recognized during the event announcements- one show
 - Appreciation Shoutout: Receive a shoutout on our social media platforms.
 - Opportunity to distribute promotional materials at the event- one show

Silver Sponsor - \$1,500

- Benefits:
 - Logo Visibility: Enhanced logo placement on event website, flyers, posters, and event banners.
 - Social Media Acknowledgment: Receive recognition on our social media channels with featured posts for 3 shows.
 - Stage Acknowledgment: Your organization will be acknowledged as a Silver Sponsor for three of the events.
 - Booth space to engage directly with attendees for one show

Gold Sponsor - \$3,000

- Benefits:
 - Prominent Logo Placement: Your logo will be prominently displayed on all event promotional materials, including flyers, posters, banners, event website, and social media posts.
 - Main Stage Recognition: Your organization will be recognized as the Gold Sponsor during each event, with verbal acknowledgment from the main stage throughout the evening.
 - Dedicated email blasts to event subscribers
 - Premier booth location for entire event series
 - Press Coverage: Benefit from press releases and media coverage, acknowledging your organization's support

Why Sponsor?

Sponsoring "Wednesdays at the Depot" provides:

- Direct engagement with a large, diverse audience of locals and visitors
- Association with a cultural celebration in a historic community setting
- Enhanced brand visibility through various media and on-site branding opportunities
- Support for community development and local businesses

Contact Information

For more details or to become a sponsor, please contact:

McKenzey Northington

Wednesdays at the Depot Event Director

marketing@baystlouisoldtown.com

(228) 342-2868

<https://www.baystlouisoldtown.com/wednesdays-at-the-depot.html>

Thank you for considering sponsorship for "Wednesdays at the Depot." Your support will play a crucial role in creating a vibrant and engaging event, fostering a strong sense of community pride and growth for local businesses and artists. Together, we can make "Wednesdays at the Depot" an unforgettable celebration in the heart of Old Town Bay Saint Louis!

