

THE CITY OF SARASOTA'S DOWNTOWN IMPROVEMENT DISTRICT
in collaboration with NEXT-MARK, LLC presents



ON THE FIRST FRIDAY OF
EACH MONTH OCTOBER 2023
THROUGH JUNE 2024

Sponsorships are available
on a month-to-month basis.



Would you like be a part of the most anticipated event series of the year?

JOIN US FOR FRESH FRIDAYS!

What is Fresh Fridays?

Fresh Fridays is more than an event; it's a celebration of our city's culture. Each first Friday of the month, this free, pedestrian-only extravaganza brings locals and visitors alike to our area. Fresh Fridays has become a community staple that elevates Sarasota as the premier destination of the region by highlighting easy accessibility, available parking, and a vibrant downtown core.

Sponsorship Opportunities

Our sponsorship packages are designed to help your business with networking, lead generation, brand visibility, and supporting the community by giving back. Package availability is per month/event.

PACKAGE	COST	AVAILABILITY
PREMIER	\$1,000/mo	1/mo
COMMUNITY	\$500/mo	2/mo
SUPPORTER	\$250/mo	4/mo
MEDIA	In-Kind	1 Newspaper, 1 Magazine, 1 TV

The Benefits of Supporting Fresh Fridays

Fresh Fridays has grown over the years to be a quintessential Sarasota must-see, and its reach spans wide across the area. When you align your brand with this monthly event, you are creating lasting impressions.

Fresh Fridays 2023 Stats & Accolades

- Each event averages 2,000+ guests in attendance
- Fresh Fridays weekly newsletter reaches over 4,000 people
- Fresh Fridays social media includes
 - Facebook
 - Instagram
 - Threads
 - TikTok

Why Your Contribution Matters

Your contribution is not only an opportunity to showcase your products and services – it's a way to showcase your commitment to the people of Sarasota. By becoming a contributor, you're investing in:

Community Enrichment: Contribute to the betterment of Sarasota by supporting a gathering that fosters culture and positive experiences for all.

Local Economy: Your participation directly bolsters the local economy, helping small businesses and area talent thrive.

Join us in the celebrations and together, we can elevate Fresh Fridays and Sarasota to new heights.





PREMIER PACKAGE

An exclusive sponsorship which guarantees the highest visibility and acknowledgement on all promotions and at the event.

- Custom Banner at the event
 - Displayed front and center on the entertainment stage/welcome booth
- Signature Partner on all PR and Communications
 - Ads: Print and Digital
 - Social Media posts & event page: Facebook and Instagram
 - Newsletter: Weekly mention and ad footer
- Mentions
 - An Announcement Mention during the event over the stage speakers
 - Social Media Posts
 - On all Event Signage
 - In all Newsletters
 - On all Ad footers
- A Print Brochure/ad Giveaway w/ QR code

COMMUNITY PACKAGE

A sponsorship which provides ample opportunities for visibility and acknowledgement on promotions and at the event.

- Giveaway Credit at event
 - Logo displayed in front of giveaway
- Mentions
 - Social Media posts
 - On all Event Signage
 - In Newsletters
 - On Ad footers

SUPPORTER PACKAGE

A sponsorship which allows some opportunities for visibility in promotions and at the event.

- Mentions
 - Social Media posts
 - On all Event Signage
 - In a Newsletter

MEDIA PACKAGE

An in-kind sponsorship available for one newspaper, one magazine, and one TV spot.

- Mentions
 - Social Media posts
 - On all Event Signage

Fresh Fridays will not be able to do matching dollars for this sponsorship. Only 100% in-kind will be available.

If you are interested in supporting and participating in Fresh Fridays as a sponsor, please contact us at FreshFridays@Next-Mark.com or call 941.544.2765.

THANK YOU TO OUR FRESH FRIDAYS SPONSORS!