Wake Forest Downtown, Inc. (WFD) is a non-profit\*, with an all-volunteer Board of Directors who are dedicated to championing the economic health, growth, and vitality of downtown Wake Forest. WFD presents three key annual events to help showcase our wonderful downtown and all that there is to offer for both residents and visitors alike. WFD also provides marketing and support to our Downtown through targeted merchant events, promotions and Downtown Dollars giveaways.

Wake Forest Downtown is offering annual sponsorship opportunities for 2025. Please note that applications and payment must be received by January 31, 2025.

* **Forest Fest** celebrates the heart and history of our community in partnership with the Town of Wake Forest, Wake Forest Historical Museum, Wake Forest Farmers Market, and more.
* **Spirits of Wake Forest** highlights our haunted history on this walking tour of downtown Wake Forest.
* **Lighting of Wake Forest** is one of our Town’s most beloved holiday events! It includes musical performances by local groups, the lighting of the Town’s Christmas tree, and Santa's exciting arrival.

**Annual Sponsorship Opportunities**

*January 1, 2025-December 31, 2025*

**Platinum Sponsor - $5,000** (Limited to 4 - exclusivity for industry)

* Sponsor recognition with linked logo on WFD website
* Sponsor recognition on dedicated event platforms (Facebook events, website, etc.) for key WFD presented events, to include press releases as appropriate
* Social media sponsor promotion on Facebook and Instagram quarterly
* Sponsor recognition on “Thank You to Our Sponsors” poster at key events
* Sponsor recognition during event announcements
* Option to set up a complimentary booth at Forest Fest (4.26.25) and Lighting of Wake Forest (12.5.25)
	+ Sponsor will provide tent, table & chairs
	+ Product promotion, sales, and/or giveaways are allowed
* Option to provide sponsor remarks at both events
* Dedicated sponsor highlight video or blog type post on social media (minimum of twice a year)
* Opportunity to attend our biannual merchant socials for merchant engagement, networking and sponsor recognition
* Invitation for up to four individuals to attend annual Property Owners Luncheon
* $500 in Downtown Dollars given away annually on behalf of your company with acknowledgement
	+ This will be done through Downtown marketing promotions and at key events

**Gold Sponsor - $2,500** (Limited to 8)

* Sponsor recognition with linked logo on WFD website
* Sponsor recognition on dedicated event platforms (Facebook events, website, etc.) for key WFD presented events, to include press releases as appropriate
* Social media sponsor promotion on Facebook and Instagram quarterly
* Sponsor recognition on “Thank You to Our Sponsors” poster at key events
* Sponsor recognition during event announcements
* Option to set up a complimentary booth at Forest Fest (4.26.25) and Lighting of Wake Forest (12.5.25)
	+ Sponsor will provide tent, table & chairs
	+ Product promotion, sales, and/or giveaways are allowed
* $250 in Downtown Dollars given away annually on behalf of your company with acknowledgement
	+ This will be done through Downtown marketing promotions and at key events

**Silver Sponsor - $ 1,000**

* Sponsor recognition with linked logo on WFD website
* Sponsor recognition on dedicated event platforms (Facebook events, website, etc.) for key WFD presented events, to include press releases as appropriate
* Social media sponsor promotion on Facebook and Instagram quarterly
* Sponsor recognition on “Thank You to Our Sponsors” poster at key events
* Sponsor recognition during event announcements

**Please complete your sponsor application** [**online**](https://www.cognitoforms.com/TownOfWakeForestNC1/WakeForestDowntownSponsorApplication2025)**. For further information regarding sponsorship opportunities please contact Addison Harman, Organization Chair, at** **info@wakeforestdowntown.com** **or 919-608-6017.**

\*Wake Forest Downtown, Inc. is a non-profit, 501(c)(3), and our tax ID # is 56-1487206. Please note that events are held outside and may have to be delayed or canceled due to inclement weather conditions. No refunds will be given if this occurs.