



KING STREET SPONSOR | \$2,500

Sponsorship of the Old Town Boutique District is an opportunity to reinforce your brand within Alexandria, and show your support for a vibrant and unique small business community. It is also your chance to increase the visibility of your company's products and services to thousands of local and regional customers.

As a Boutique District King Street sponsor, you will receive;

- Half-page business profile and photo in the Boutique District Map Guide (circulation 10,000);*
- Business logo and a hyperlink on the home page slider of the Boutique District website;
- Logo recognition in OTBD press materials, published lookbooks, direct mail and other materials;
- Follows, reposts and likes on your company's social media pages;
- At least two dedicated blog posts about your product, services, or special event, which will be featured in our e-newsletter to a list of 5,000+ subscribers and boosted on Facebook;
- Three banner ads per year in our weekly newsletter;
- Business listing and logo on our website Supporter page;
- Opportunity for your company to insert a discount coupon, promotional item, or ad in community outreach materials;
- Two complimentary registrations to the Shop & Stroll;
- Opportunity to host a Shop & Stroll location and participate in other Boutique District events;
- Invitation to member meetings and happy hours, and
- Opportunity to send information to 30+ engaged, small business owners within our membership.

As a King Street Sponsor, you agree to:

- Pay your sponsorship pledge upon receipt of invoice;
- Provide print-ready logo artwork;
- Provide content and photography for blog posts and web listing; and
- Help spread the word about Boutique District events via your company's email newsletter and social media channels.

**Pledge must be made by March 31 for inclusion in the printed map.*