

PARTNER WITH US

The Birmingham Shopping District (BSD) offers a premiere target audience to market and grow your business through a variety of events, programs and promotional opportunities. Downtown Birmingham has it all with sought-after community appeal, district-wide marketing and tourism, and aesthetically pleasing placemaking initiatives that retain local area residents and attract visitors throughout Southeast Michigan and beyond.

Quick Statistics

SHOPPING, DINING & EVENTS

- ✓ **59 HOSTED EVENTS**
300,000+ ATTENDEES
- ✓ **600+ BUSINESSES**
PEAK TIMES: 12-2 & 6-8 P.M.
- ✓ **7 MILLION VISITORS**
2-HOUR AVERAGE STAY

CONSUMER PROFILE

- ✓ **MEDIAN AGE: 44**
AFFLUENT & EDUCATED
- ✓ **\$200K - AVERAGE INCOME**
ACTIVE, SOPHISTICATED & CONNECTED

MARKET REACH & IMPACT

- ✓ **13 MILLION IMPRESSIONS**
TARGETED CAMPAIGNS
- ✓ **120,392 WEB VISITS**
5,632 PARTNER REFERRALS
- ✓ **569,371 SOCIAL MEDIA REACH**
17,790 FOLLOWERS
- ✓ **15 LIVE TV FEATURES**
LOCAL BUSINESS & EVENT

2023 EVENT CALENDAR

- April 15 – Birmingham Spring Stroll
- May 7 – Farmers Market 21st Annual Opening Day
- May 7- October 29 - Farmers Market, Every Sunday
- June 9 – Outdoor Movie Night
- June 25 – Farmers Market Super Farmer Day
- July 14 – Outdoor Movie Night
- July 29 – Day on the Town
- August 6 – Farmers Market Corn Festival
- August 11 – Outdoor Movie Night
- August 19 – Birmingham Cruise Event
- September 8 – Outdoor Movie Night
- September 10 – Farmers Market Harvest Festival
- October 12 – Birmingham Art Walk
- October 29 – Farmers Market End of Season Celebration
- November 25 – Small Business Saturday
- November 25 – Santa Walk, Santa House & Carriage Rides
- December 1 – Holiday Tree Lighting
- December 1 – 3 – Birmingham Winter Markt
- December Weekends – Santa House & Carriage Rides

For details, visit [ALLINBirmingham.com/events](https://allinbirmingham.com/events)

MARKETING OPPORTUNITIES

Depending on commitment level, the BSD provides a mix of benefits for partnering together. Let us know the marketing opportunities that are most important to your business and we will tailor a sponsor package to your needs. Marketing opportunities may include, but are not limited to:

- On-site Visibility
- Web Presence
- Live Media (when available)
- Social Media
- Advertising Logo/Name Placement (when available)
- Flyers, Brochures & Postcards
- Signage
- Product Placement
- Speaking Opportunities
- Business Meetings & Trainings
- Welcome Packets
- Press Releases

Annual Sponsorship Packages

DIAMOND SPONSOR: \$20,000

Choose **one** of the following options:

- 2 Signature Events/Programs or
- 1 Signature Event and 2 Community Events/Programs

PLATINUM SPONSOR: \$15,000

Choose **one** of the following options:

- 1 Signature Event/Program and 1 Community Event/Program or
- 3 Community Events/Programs

GOLD SPONSOR: \$10,000

Choose **one** of the following options:

- 1 Signature Event/Program or
- 2 Community Events/Programs

SILVER SPONSOR: \$5,000

Choose **one** of the following options:

- 1 Community Event/Program or
- Communications Partner and 1 Supporting Level Sponsor for any Community Event/Program

BRONZE SPONSOR: \$2,500

Choose **one** of the following options:

- 1 Supporting Level of any Community Event/Program or
- Communications Partner

Review the Events & Programs descriptions on the next pages for what is offered in the Signature and Community categories.

Events & Programs

SIGNATURE

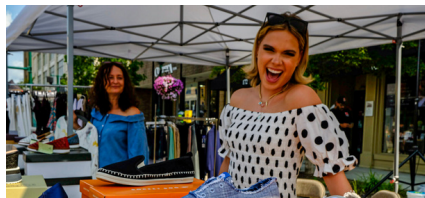


BIRMINGHAM
SHOPPING DISTRICT



FARMERS MARKET - Every Sunday, May 7 – October 29, 2023

Nestled in the heart of Downtown Birmingham, the outdoor market features Michigan-grown produce, meat and dairy, floral arrangements, plants, artisan goods and more. Each season, nearly 50,000 visitors of all ages enjoy live music, food trucks, kids' activities and special events.



DAY ON THE TOWN - July 29, 2023

The biggest retail event of the year! Thousands come out to browse unique and discounted high-end merchandise in stores and on the streets and sidewalks throughout downtown.



HOLIDAYS IN BIRMINGHAM - November 25 - December 24, 2023

- Over 800,000 holiday lights throughout downtown
- Santa House & Horse-Drawn Carriage Rides
- Small Business Saturday - Free activities and giveaways throughout the day
- Santa Walk - Walk with Santa through downtown, with stops at various shops for giveaways and goodies



WINTERMARKT & TREE LIGHTING - December 1-3, 2023

Experience the magic of the holidays at the annual Birmingham Winter Market featuring displays from local artists and vendors, European cuisine, thousands of holiday lights, ice sculptures, live entertainment, carriage rides and more. Join us on opening night at 6:00 p.m., for the annual Birmingham Holiday Tree Lighting.



BIRMINGHAM CRUISE - Saturday, August 19, 2023

The Woodward Dream Cruise rolls into town annually on the third Saturday in August each year bringing thousands of classic cars and more than one million people from all over the world. The Birmingham Cruise Event features classic cars of all makes and models, sponsor exhibits, food and more.



VIA ALLEY CONNECTIONS - Year-Long

Creating easy, walkable connections for pedestrians throughout the BSD in a sustainable and artistic environment is a high priority. Art, lighting, landscaping and places to relax are all part of the design plan that will be installed with each Via Alley.

Events & Programs

COMMUNITY



BIRMINGHAM
SHOPPING DISTRICT



SPRING STROLL - April 15, 2023

This family-friendly strolling event features retailers, with special giveaways, attracting hundreds to shop and explore the many new and long-time businesses downtown.



MOVIE NIGHTS - June 9, July 14, August 11 and September 8

It's showtime! Over 500 attend this family tradition each evening in Booth Park featuring a popular outdoor movie once per month from June-September. Sponsor the series or an evening.



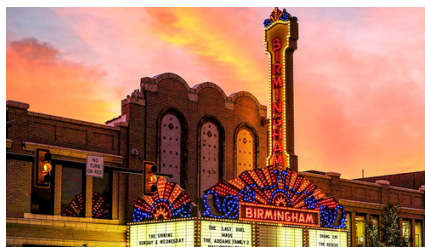
ART WALK - October 12

During this free strolling evening event geared towards art and shopping connoisseurs, participating merchants host a local artist in their store and offer special shopping promotions and light refreshments.



FASHION & TOURISM GUIDES & VIDEOS - Seasonal

Produced and distributed via online marketing, social media and print production to reach a targeted audience within Metro Detroit and throughout Michigan. Tie your brand with Birmingham's and reach an influential audience!



LOCATE HERE: 48009 - Year-long

Recruitment and retention of high-quality businesses is our trademark. This program provides direct resources for local businesses in their start-up and growth stages. Be a part of Merchant Meetings, business trainings, recruitment outreach and welcome packets.



SUSTAINABILITY & BEAUTIFICATION - Summer

Help the Birmingham Shopping District provide landscape and floral décor, maintenance beautification projects each year to sustain the quality, walkable environment that it is.