



Sponsorship Opportunities

Main Street Alabama is thrilled to announce the 2021 LAB in Gadsden on August 18-20. After canceling the conference in 2020 due to the pandemic, we look forward to being together again with downtown and commercial district revitalization experts from across the state.

Session topics cover all Four Points of the Main Street Approach and will benefit communities that are ready to advance or starting their redevelopment efforts.

Listed below are the sponsorship opportunities available for LAB 21. *At least 50 communities will be represented during the three-day conference.*

\$10,000

LAB PRESENTING SPONSOR

- Listed as LAB 21 Presenting Sponsor
- Logo on all Name Tag
- Logo Placement on Conference Materials Printed (Conference Signage, Handout, Dinner Program) and Digital (Social Media, Event Landing Page, Website page with hyperlink, rotating logo during down time)
- Introduction at Open Plenary
- Conference Closing Recognition
- Company Collateral included in LAB 21 Swag Bags
- Two registrations to conference and two tickets to the Awards of Excellence Dinner

\$5000

AWARDS OF EXCELLENCE DINNER SPONSOR - **SOLD**

- Logo on Printed Conference Materials (Conference Signage, Handout, Dinner Program) and Digital (Social Media, Event Landing Page, Website page with hyperlink, rotating logo during down time)
- Recognition and Speaking Opportunity at the Awards of Excellence Dinner
- Company Collateral included in LAB 21 Swag Bags
- Two registrations to conference and two tickets to the Awards of Excellence Dinner

- \$3000** **AWARDS OF EXCELLENCE - COCKTAIL HOUR SPONSOR - SOLD**
- Logo on Printed Conference Materials (Conference Signage, Handout, Dinner Program) and Digital (Social Media, Event Landing page, rotating logo during down time)
 - Recognition and Speaking Opportunity during Cocktail Hour
 - Company collateral included in LAB 21 Swag Bags
 - One registration to conference and one ticket to the Awards of Excellence Dinner
- \$1000** **GOLD SPONSOR**
- Logo placement on Printed LAB 21 materials (Conference Signage, Handout, Dinner Program) and Digital (Social Media, Event Landing Page, Website page, rotating logo during down time)
 - One registration for conference
- \$500** **SILVER “BREAK” SPONSOR (One SOLD, Four Available)**
- Company Name Displayed during Break
 - Mention on Event Landing Page
 - Mention on Website
 - Mention on Conference Banner
 - Mention on Dinner Program
 - Mention on Social Media
 - Discounted rate for Conference Registration
- \$250** **Bronze**
- Mention on Printed Banner and Dinner Program