



2025 Sponsorships & Tax Incentive Program

Contact: Gaila Haas 253-813-6976
GHaas@kentdowntown.org

MISSION & VISION



Kent Downtown Partnership is a 501C3 non-profit organization dedicated to revitalization of Historic Downtown Kent.

Our vision is rooted in the belief that by preserving the unique charm and character of our historic district, we can create a thriving and sustainable urban center that resonates with the spirit of the past and propels us into the future.

Main Street Tax Incentive Program



MAIN STREET TAX CREDIT INCENTIVE PROGRAM (75% TAX CREDIT)

Available to all businesses who pay State B&O Tax!

Kent Downtown Partnership is a Nationally Accredited [Main Street Community](#). This means you can self direct your B&O tax or Public Utility tax to stay in the Kent community.

The tax credit incentive program provides a 75% B&O or PUT credit for the following year. Contributions must be received by Nov 15 and can be split into multiple payments.

Contributions are also tax deduction as a charitable donation to a 501c3 non-profit.

Businesses participating in this program keep their dollars in the Kent community. Funds go towards events, program and operations.

- ✓ Economic Vitality
- ✓ Programs
- ✓ Events
- ✓ Operations

Tax credit contributors make big impacts on our downtown.
Learn how you can do something good for you *and* your community.

Downtown Kent Beautification Programs



KDP takes pride in our downtown and prioritizes beautification. Projects are aimed at improving the downtown neighborhood aesthetics. Clean and inviting communities contribute to the well-being of businesses and residents, environmental stewardship and new business attraction.

Projects include:

- ✓ Hanging flower baskets
- ✓ Illuminate Downtown Lighting Project
- ✓ Holiday décor (window painting & more)
- ✓ Street Pole Banners
- ✓ Murals and art installations

Please call to discuss options!

Community Connections

Spring & Fall



COMMUNITY
CONNECTIONS

Community Connections is a casual networking event for businesses, city officials and partners to meet each other stay updated on what's happening downtown and surrounding areas. The event could be after work, lunch time or breakfast; includes hors'oeuvres & beverages

Demographics: Local and regional businesses, City/State officials, community leaders

Annual Sponsor - \$1500 (2 events)

- ✓ Logo on website
 - ✓ Logo on creative collateral
 - ✓ Sponsor recognition posts on social media, E-Blasts
 - ✓ Company spotlight at event and KDP website
 - ✓ Speaker option available
 - ✓ Booth/table at event
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Presenting Sponsor - \$750 (per event)

- ✓ Logo on website
 - ✓ Logo on creative collateral
 - ✓ Sponsor recognition on social & Eblasts
 - ✓ Booth/table at event
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CAJUN FEST

Saturday, August 9, 2025



Cajun Food & Music Festival is a Louisiana style food and music festival with live music, cajun/soul food vendors, beer garden, a second line parade, vendors, kids activities & family fun!

The target audience is families and outdoor and live music enthusiasts intended to appeal to residents and visitors of all ages through variation in music, entertainment and attractions.

We partner with City of Kent and Altha's Louisiana Cajun Spices to bring authenticity to this event.

Attendance: 5000+

Demographics: Local and regional residents, families, music enthusiasts, artists

Title Sponsor - \$10,000 (1 opportunity)

- ✓ Exclusive title sponsor; "Cajun Fest brought to you by (insert your business name)"
- ✓ Category Exclusivity: No competing businesses in the same category will be allowed to sponsor
- ✓ Stage Representation: Only your brand displayed on the stage
- ✓ Premier logo placement featured on all festival signage.
- ✓ Live recognition; Emcee frequently acknowledges your brand throughout the event.
- ✓ Speaking opportunity to address the audience from the stage
- ✓ Prime booth placement -- enjoy a 10' x 10' booth space
- ✓ Premium marketing placement; your logo will be featured prominently on all event-related marketing and promotions

Premier Sponsor - \$5000 (4 opportunities)

- ✓ Spotlight on all event materials as the sponsor of a feature of your choice, i.e beer garden, T-shirts, kid zone, brought to you by (insert your business name)
- ✓ Opportunity to hang banner in your sponsored area
- ✓ Frequent live recognition of your brand by the Emcee throughout the event
- ✓ Complementary booth space (10' x 10')
- ✓ Premier placement of company name and logo on all materials related to event, including all social media/newsletter campaigns, promotion materials, posters, brochures, press releases.

Presenting Sponsor - \$2000 (4 opportunities)

- ✓ Live Sponsor Recognition, receive live mention as a sponsor
- ✓ Logo featured on website, event poster, social platforms and newsletters
- ✓ Banner placement throughout event with your logo
- ✓ Booth Space: Enjoy a 10' x 10' booth space

Community Sponsor - \$850 (4 opportunities)

- ✓ Live sponsor mentions during event
- ✓ Logo featured on event poster and social media platforms and newsletters
- Booth space (10x10)

OTHER:

IN KIND: Can you offer volunteer staff, a product or a service that can benefit the event?

- ✓ SPONSOR AN ACTIVITY: Would you like to sponsor a specific activity
- ✓ VOLUNTEER PERKS: Help thank volunteers by donating Gift certificates and food, etc.

World Music Walk

October 2025 (date TBD)

Old Towne Blues Boogie will transform locations throughout downtown into mini music venues for the night. Featuring 17 locations and 20+ performances. One ticket gets access to all venues!

Attendance: 550+

Demographics: local and regional community, Adults 60% female, 40% male



Premium Sponsor - \$3,500 (2 opportunities)

- ✓ Logo on website
- ✓ Logo on creative collateral (posters/counter cards/program guide)
- ✓ Logo on Press Release
- ✓ Logo on street banners
- ✓ Social media mentions
- ✓ Vendor table
- ✓ 6 complimentary tickets

Presenting Sponsor - \$1,750 (4 opportunities)

- ✓ Log on website
- ✓ Logo on creative collateral (posters/counter cards/program guide)
- ✓ Logo on Press Release
- ✓ Logo on street banner
- ✓ Social media mentions
- ✓ Vendor table
- ✓ 4 complimentary tickets

Presenting Sponsor - \$825

- ✓ Logo on website
- ✓ Logo on creative collateral (posters/counter cards/program guide)
- ✓ Social media mentions
- ✓ 2 complimentary tickets

Community Sponsor - \$425

- ✓ Logo on website
- ✓ Logo on creative collateral (poster, counter cards, program guide)
- ✓ 2 complimentary tickets

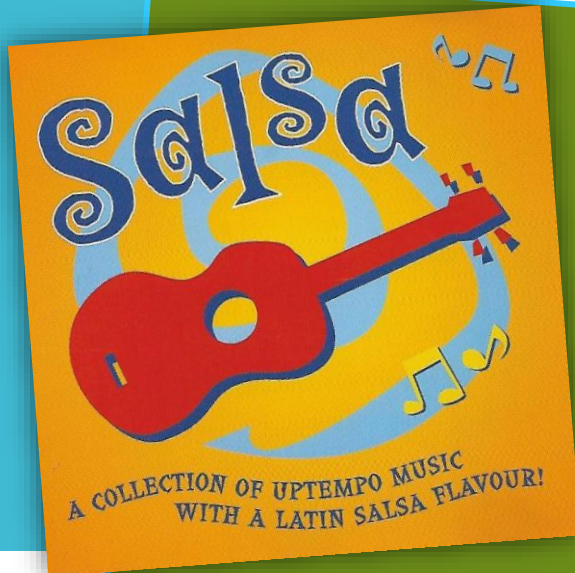
Salsa in the Streets

July 12 (at Kent Cornucopia Days)

Salsa in the Streets! New to the neighborhood! We partnering with Kent Cornucopia Days to add a 'spicy' new feature to this iconic event. We'll take over 1st Ave S., bringing Salsa music to the streets and tasty salsas to attendees bellies! Also includes a beer garden and plenty of room for dancing!

Attendance: 5000+ (estimate)

Demographics: local and regional community,



Premium Sponsor - \$3750 (2 opportunities)

- ✓ Logo on website
- ✓ Logo on creative collateral (posters/counter cards/program guide)
- ✓ Logo on Press Release
- ✓ Logo on street banners
- ✓ Social media & Newsletter promotion
- ✓ Live mentions on stage
- ✓ Vendor table
- ✓ VIP Table for 6 plus 6 drink tickets

Presenting Sponsor - \$1,875 (4 opportunities)

- ✓ Log on website
- ✓ Logo on creative collateral (posters/counter cards/program guide)
- ✓ Logo on street banner
- ✓ Company recognition on social media & newsletter
- ✓ Live mentions on stage
- ✓ Vendor table

Presenting Sponsor - \$950 (4 opportunities)

- ✓ Logo on website
- ✓ Logo on creative collateral (posters/counter cards/program guide)
- ✓ Company recognition on social media & newsletter
- ✓ Live mentions on stage
- ✓ Vendor table

Community Sponsor - \$450

- ✓ Logo on website
- ✓ Logo on creative collateral (poster, counter cards, program guide)
- ✓ Vendor table

Cider & Ale Trail (Friday, March 7, 2025)

Cider & Ale Trail: This event will offer an impressive array of **beer** and hard **ciders** from the Kent Valley and beyond. In addition to the sampling of **craft beers**, attendees can purchase food from local restaurants and enjoy live music and other **beer-centric** activities.

Attendance: 500+

Demographics: local and regional community, Adults 60% female, 40% male, attracts younger (29-39 yrs) audience



Title Sponsor - \$1750

- ✓ Logo on website
- ✓ Logo on creative collateral (posters/counter cards/program guide)
- ✓ Social media mentions
- ✓ Vendor table
- ✓ 4 complimentary tickets (\$140 value)

Presenting Sponsor - \$875

- ✓ Logo on website
- ✓ Logo on creative collateral (posters/counter cards/program guide)
- ✓ Social media mentions
- ✓ Vendor table
- ✓ 2 complimentary tickets (\$70 value)

Community Sponsor – \$450

- ✓ Logo on program guide
- ✓ Logo on website
- ✓ Vendor table

Street of Treats Autumn Fest

Saturday before Halloween

Street of Treats celebrates the harvest season while kids in costume of all ages take control of the Historic downtown!

Kids and families have fun exploring downtown and visiting participating merchants and treat stops throughout downtown.

Costumes, kid's activities, face painting, photo opportunities and more!

Attendance: 1300+

Demographics: Local and Regional families



Community Sponsor - \$500

- ✓ Premium logo on website
- ✓ Premium logo placement on creative collateral (posters/counter cards)
- ✓ Sponsor recognition in social media, website, e-newsletter
- ✓ Press release mentions
- ✓ Live mention at event (if applicable)
- ✓ Vendor booth

Vendor Table - \$175

- ✓ Vendor must provide treat or activity

Kent Nerd Party

June 7, 2025

Nerd Party promotes small business by highlighting our “cool nerd” culture in downtown Kent.

There’s nothing wrong with being a nerd and we’re not afraid to show it! Our goal is to bring nerds from all walks of life together to freely celebrate their love all things nerd, art, books, movies, games, robotics one of kind products, artists, authors, Cosplay and niche nerdy culture.

Attendance: 2000+

Demographics: Local and Regional adults, STEM



Title Sponsor - \$3000 (one opportunity)

- ✓ Exclusive title sponsorships and brand visibility “Nerd Party brought to you by (insert your company name)”
- ✓ Category exclusivity – no competing business will be a title sponsor
- ✓ Premier logo placement featured on website
- ✓ Premium marketing placement on all event related materials, social media, newsletters, press release brochure and live mentions (if applicable)
- ✓ Prime booth space (10x10) in prominent location

Presenting Sponsor - \$1000 (4 opportunities)

- ✓ Logo placement featured on website, event posters, across social media and newsletters
- ✓ Banner placement throughout event
- ✓ Booth space (10x10)

Community Sponsor - \$500 (4 opportunities)

- ✓ Logo placement; featured on event poster/social media and newsletter
- ✓ Vendor Booth (10x10)

Vendor Table - \$100

Author Table - \$50

Food Trucks/Tents - \$250

CosPlay contest sponsor - \$500

Wine Walk(s)

(Dates TBD 2025)

Wine Walk transforms downtown businesses into wine tasting venues for the night. Enjoy wine, live music in multiple locations downtown.

Attendance: 1000+ per season

Demographics: local and regional community, Adults 60% female, 40% male



Annual Sponsor - \$3000 (includes Wine event(s) AND Cider & Ale Trail)

- ✓ Logo on website
- ✓ Logo on ALL creative collateral (posters/counter cards/program guide)
- ✓ Social media mentions
- ✓ Vendor table
- ✓ 6 complimentary tickets *at each event* (\$420 value)

Title Sponsor - \$1,000

- ✓ Logo on website
- ✓ Logo on creative collateral (posters/counter cards/program guide)
- ✓ Social media mentions
- ✓ Vendor table
- ✓ 4 complimentary tickets (\$ 140 value)

Presenting Sponsor - \$750

- ✓ Logo on website
- ✓ Logo on creative collateral (posters/counter cards/program guide)
- ✓ Social media mentions

Community Sponsor - \$350

- ✓ Logo on program guide
- ✓ Logo on website
- ✓ Vendor table

Sponsorships can be tailored to fit your company needs and budget.

Your sponsorship is Tax Deductible!

Kent Downtown Partnership is a 501(c)(3) non-profit organization recognized by the IRS:

EIN: 91-1573465



TAX DEDUCTIBLE