

Downtown  
Worcester

DOWNTOWN WORCESTER BUSINESS IMPROVEMENT DISTRICT  
**2025–2026 SPONSORSHIPS**

**For people and organizations who believe  
Worcester deserves a downtown  
that shines more brightly.**



PHOTO // Matt Wright

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## ABOUT THE DOWNTOWN WORCESTER BID

The Downtown Worcester Business Improvement District (BID) is a 501(c)(3) non-profit organization formed in 2018. We represent over 100 property owners in 78 acres of Downtown Worcester, Massachusetts, and **we are all about making Downtown Worcester better.**

**This is a community effort.**

We bring together local property owners, businesses, residents, organizations, and the City of Worcester **to create a vibrant, welcoming, and economically and culturally thriving downtown for all.**



## OUR MISSION

**We're on a mission to make Downtown Worcester better for everyone.**

Our goal is to **enhance the district's beauty, boost positive sentiment, and celebrate what makes Downtown unique.** We dream up new experiences and events; make sure our streets and sidewalks are clean, safe, and friendly; infuse more energy and life into our neighborhood; and help make Downtown a place where people want to live, work, and visit.

Together, **we are reimagining Downtown as the economic and cultural hub of Worcester and reigniting the love for the heart of our city.**

# DOWNTOWN WORCESTER BY THE NUMBERS

Sources: 2022 American Community Survey & Placer.ai



## 208k

**Worcester's Total Population**  
(and increasing every year since 1990!)



## 4 million+

**people visited Worcester  
in 2024**



## 870k

**visits to our Downtown district in 2024**  
(about 22% of all the city's visitors  
and +16% over 2022!)



## 11k

**average daily foot-traffic  
in our Downtown district**



## 13k

**average daily foot-traffic in our district  
during Downtown Worcester BID events**

**Help us make magic happen Downtown.**



PHOTO // Mike Hendrickson

## SPONSORSHIP OVERVIEW

Whether you represent a large corporation, a charitable foundation, a small business, or you're an individual supporter, the Downtown Worcester BID offers sponsorship options that fit all budgets. With opportunities ranging from \$250 to \$25,000 for 2025–2026, there's a perfect way for you to make a difference.

We're committed to ensuring that your sponsorship provides maximum value. That's why every level comes with a range of tailored benefits, designed to showcase your brand and engage with our community. Full details are outlined in the following pages.

Your support goes directly into revitalizing and enhancing Downtown Worcester. Every dollar you contribute is invested right back into our programs and has a visible impact on the city's growth and vibrancy, so you can feel good about making a difference.





And, because the BID is a 501(c)(3) nonprofit, all or part of your sponsorship may be tax-deductible to the extent allowed by law. (Always consult with your tax advisor.)



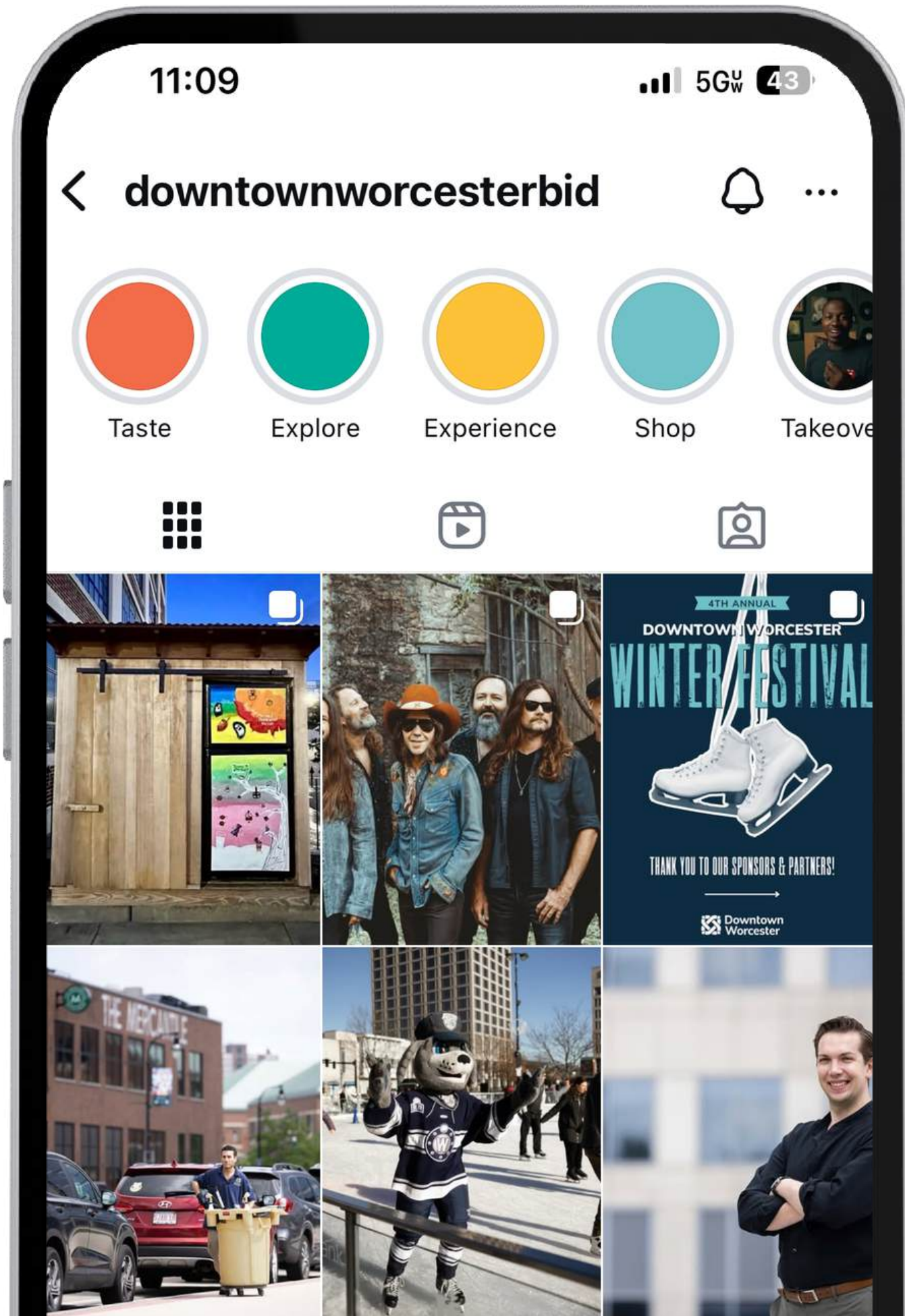
## MARKETING & PUBLIC RELATIONS

When you sponsor the Downtown Worcester BID, you tap into a local marketing platform that reaches thousands of engaged individuals across multiple channels. From our robust digital presence to high-impact events and targeted outreach, your brand will gain strong visibility in a rapidly growing downtown, with high engagement from local residents and visitors from across the region.

### 2024 Snapshot

-  **Site Visits: 43k**
-  **Email Open Rate: 47%**
-  **Instagram Followers: 5.2k / Reach: 115k**
-  **Facebook Followers: 2.7k / Reach: 147k**

Our key marketing metrics have also continued to show positive momentum; our social following, email subscribers, site traffic, and press mentions have consistently grown exponentially year-over-year.



## PARTNER AMPLIFICATION

Beyond our owned channels, we also regularly collaborate with local influencers and content creators, community partners, and media sponsors to amplify our efforts and extend our reach to even wider audiences!

Some of our past amplification partners and media sponsors include:



PHOTO // Mike Hendrickson



## HOW TO BECOME A SPONSOR

It's easy to sign on as a sponsor!

Simply get in touch with our Program Director Victoria Mariano at: [victoria@downtownworcester.org](mailto:victoria@downtownworcester.org) or 508-622-3050, ext. 2, by the sponsorship deadlines listed.

Convenient sponsorship payment options are available via credit card, ACH, or check.

Please make checks payable to “Downtown Worcester BID” with the name of the event or initiative you are sponsoring in the notes (e.g., “Out to Lunch,” “Winter Festival,” etc.) and mail to:

Downtown Worcester BID  
44 Portland Street, 3rd Floor  
Worcester, MA 01608



**YOU BELONG HERE**

# **2025–2026 Sponsorship Opportunities**



# WAYFINDING

Let's make Downtown more walkable together! The BID installs highly-visible wayfinding decals on sidewalks in high foot-traffic locations each spring. They help guide pedestrians to popular area destinations like The Hanover Theatre, Mechanics Hall, DCU Center, Polar Park, Mercantile Center, the Worcester Public Library, Union Station, and more. The lifetime of each decal is 6–9 months.

This year, we plan to install 26 decals across Downtown and The Canal District. As a wayfinding sponsor, your company logo will be seen by thousands of Worcester residents and visitors.

**SPONSORSHIP DEADLINE: FRIDAY, MARCH 28, 2025**

## Presenting Sponsor: \$4,000

MAXIMUM: 2

- Logo on all 26 wayfinding decals
- Feature in press release
- Logo & link in all emails
- Logo & link on our website
- 2 dedicated social media posts
- Company tagged in all related social posts & mention in captions

## Friend of Downtown: \$250

MAXIMUM: 26 (1 per decal)

- A la carte! Sponsor 1 or more decals
- Logo on individual wayfinding decal(s)
- Mention in press release
- Company name & link in all emails
- Company name & link on our website
- Company tagged in all social posts

PHOTO // Mike Hendrickson





PHOTO // Jullian Valadares

# MOVIES ON THE COMMON

Support a free community event and see your name on the big screen! Our popular summer Movies on the Common series brings family-friendly movies to the historic Worcester Common with themed evenings like “Filmed in Worcester Night,” “College Night,” and “Comedy Night.” Audiences can purchase refreshments from local businesses on site or bring their own snacks. We’ll host four movie nights from June through September 2025. (Estimated Attendance: 2,000 // 500 per movie)

Bonus: Movies on the Common events are produced in collaboration with the City of Worcester and are advertised by both the BID and the City.

## SPONSORSHIP DEADLINE: FRIDAY, MARCH 28, 2025

### Presenting Sponsor: \$5,000

MAXIMUM: 1

- Company logo in pre-movie video, with option to provide your own custom creative
- Shoutout in pre-movie announcements
- Option to make your own announcement (up to 3 minutes) at 1 movie night
- Logo on movie signage, posters & flyers
- Feature in press release
- Logo & link in all emails
- Logo & link on our website
- Feature on online event pages
- 2 dedicated social media posts
- Company tagged in all social media posts & mention in captions
- 10x10-ft. table at all 4 movie nights
- 10 movie-night snack vouchers
- Exclusive post-event insights report with data from Placer.ai provided after final movie night

### Downtown Hero: \$2,500

MAXIMUM: 2

- Company logo in pre-movie video
- Shoutout in pre-movie announcements
- Logo on movie signage, posters & flyers
- Company name in press release
- Company name & link in all emails
- Logo & link on our website
- Company name included on online event pages
- Company tagged in all related social media posts & mention in captions
- 10x10-ft. table at 2 movie nights
- 5 movie-night snack vouchers

### Downtown Booster: \$1,000

MAXIMUM: 3

- Company name in pre-movie video
- Shoutout in pre-movie announcements
- Company name on movie signage, posters & flyers
- Company name in press release
- Company name & link in all emails
- Company name & link on our website
- Company name included in on online event pages
- Company tagged in all related social media posts & mention in captions







PHOTO // Mike Hendrickson

## OUT TO LUNCH FESTIVAL & FARMERS MARKET

For 15 years, Out to Lunch has been drawing crowds Downtown with entertainment, artisans, food trucks and more. This year, Out to Lunch expands to 10 weeks from June through August, with nationally and regionally known musical acts, a larger stage, enhanced opportunities for food trucks and artists, and an exciting rebrand. (Estimated Attendance: 10,000 // 1,000 per event)


We've also teamed up with Mass Farmers Markets to grow the Out to Lunch farmers market. Together, we're making it possible for more Central Massachusetts farmers to bring fresh local food and produce to Downtown every week. (Find more details on our food accessibility efforts at Out to Lunch on page 18.)

**SPONSORSHIP DEADLINE: FRIDAY, MARCH 28, 2025**

### Presenting Sponsor: \$25,000

MAXIMUM: 1

- Dedicated presenting sponsor signage with your logo on stage rigging for duration of 2025 festival
- Shoutouts in announcements at all festival dates
- Option to make your own announcement at 1 festival date (up to 3 minutes)
- Logo on all event signage, posters & flyers
- Feature & quote in press release
- Logo & link on our website
- Logo & link in all emails
- Feature on online event pages
- 3 dedicated social media posts
- Company tagged in all related social posts & mention in captions
- 10x10-ft. table at all 10 festival dates
- Reserved dining table for your team on the Common at all festival dates
- 10 Out to Lunch swag bags
- Exclusive post-event insights report with data from Placer.ai provided after final festival date

More options 



## OUT TO LUNCH FESTIVAL & FARMERS MARKET (continued)

This year, we're expanding our commitment to food accessibility at Out to Lunch by offering a SNAP match program, ensuring that more people in Worcester—especially those facing food insecurity—can access fresh, locally grown produce from Central Massachusetts farmers. By sponsoring the Supplemental Nutrition Assistance Program (SNAP) match program, you'll play a pivotal role in reducing barriers to healthy food, directly benefiting families and individuals in need.

This sponsorship is an excellent opportunity for companies and organizations dedicated to addressing food access issues, supporting the health and well-being of our community, and promoting sustainable, local agriculture. With your support, we can make fresh, nutritious food available to everyone in Worcester, regardless of their financial situation.

### SNAP Match Sponsor: \$10,000

MAXIMUM: 1

- Dedicated sponsor signage with your logo at farmers market during all 10 festival dates
- Shoutouts in announcements at all 10 festival dates
- Option to make your own announcement at 1 festival date (up to 3 minutes)
- Logo on all event signage, posters & flyers
- Feature & quote in press release
- Logo & link on our website
- Logo & link in all emails
- Feature on online event pages
- 1 dedicated social media post
- Company tagged in all related social posts & mention in captions
- 10x10-ft. table at all 10 festival dates
- 5 Out to Lunch swag bags
- Exclusive post-event insights report with data from Placer.ai provided after final festival date


More options 



PHOTO // Mike Hendrickson

## OUT TO LUNCH FESTIVAL & FARMERS MARKET (continued)



### Downtown Hero: \$5,000

MAXIMUM: 10 (1 per week)

- Shoutout in announcements at related festival date
- Logo on event signage, posters & flyers
- Company name in press release
- Logo & link on our website
- Logo & link in all related emails
- Feature on online event pages
- Company tagged in related social posts
- 10x10-ft. table at 2 festival dates

### Downtown Booster: \$2,000

MAXIMUM: 2

- Company name on event signage, posters & flyers
- Company name in press release
- Company name & link on our website
- Company name & link in all related emails
- Company name on online event pages
- Company tagged in related social posts
- 10x10-ft. table at 1 festival date

### Friend of Downtown: \$1,000

MAXIMUM: 3

- Company name on event signage, posters & flyers
- Company name in press release
- Company name & link on our website
- Company name & link in all related emails
- Company name on online event pages
- Company tagged in related social posts



PHOTO // Matt Wright



# COMMUNITY MEETINGS

Connect with more people who live or work Downtown and support local businesses by becoming a Community Meeting sponsor! We host these meetings on the second Friday of every month from September through June at different locations around the neighborhood. It's a space for folks to network and learn more about Downtown properties, businesses, community organizations, cultural destinations, events, and more. They're always free and open to the public.

Your sponsorship for this event helps us support the Downtown restaurants that provide coffee and breakfast for meeting attendees. (Estimated Attendance: 500 // 50 per meeting)

**SPONSORSHIP DEADLINE: FRIDAY, JUNE 6, 2025**

**Presenting Sponsor:**  
**\$2,000** OR **\$1,000**  
full year half year

MAXIMUM: 1 FULL YEAR / 2 HALF YEAR

- Presenting sponsor signage with your logo at every Community Meeting (10 full year / 5 half year)
- Option to provide your own marketing materials for distribution at all sponsored meetings
- Announcement at every sponsored meeting recognizing your support
- Feature in all related emails, event pages & social media posts
- Option to host or present at 1 Community Meeting during 2025–2026 season

**Friend of Downtown:**  
**\$250**

MAXIMUM: 10 (1 per meeting)

- A la carte! Sponsor 1 or more meetings
- Feature in all emails, event pages & social media posts for related meeting(s)
- Supporting sponsor signage near food / refreshments with your logo at related meeting
- Announcement at related meeting recognizing your support



PHOTO // Jullian Valadares

## DOWNTOWN WORCESTER WINTER FESTIVAL

Join us as a sponsor for our signature event! The 5th annual Downtown Worcester Festival in February 2026 will once again fill the historic Worcester Common Oval with ice sculptures, ice skating, local food, fun attractions, and family-friendly activities. Your support allows us offer this event free of charge for all attendees.


As a sponsor, you'll gain visibility with thousands of festivalgoers while supporting community engagement and local culture. It also offers you a unique way to showcase your company to diverse audience, strengthen your connection with the Downtown area, and drive foot-traffic to local businesses. (Estimated Attendance: 4,000)

**SPONSORSHIP DEADLINE: FRIDAY, JUNE 6, 2025**

### Presenting Sponsor: **\$7,500**

MAXIMUM: 1

- Dedicated presenting sponsor signage with your logo at festival
- Logo on all event signage, posters & flyers
- Feature in press release
- Logo & link in all emails
- Logo & link on our website
- Feature on online event pages
- 2 dedicated social media posts
- Company tagged in all social posts & mention in captions
- 10x10-ft. table at the festival
- 12 free ice skating admission vouchers to be used any time during the Oval rink's 2025–2026 season
- Exclusive post-event insights report with data from Placer.ai provided after festival

More options 



# DOWNTOWN WORCESTER WINTER FESTIVAL (continued)



PHOTOS // Mike Hendrickson

## Downtown Hero: \$2,500

MAXIMUM: 3

- Logo on event signage, posters & flyers
- Feature in press release
- Logo & link in all emails
- Logo & link on our website
- Feature on online event pages
- 1 dedicated social post
- Company tagged in all related social posts & mention in captions
- 10x10-ft. table at the festival
- 8 ice skating admission vouchers

## Downtown Booster: \$1,000

MAXIMUM: 5

- Company name on event signage, posters & flyers
- Mention in press release
- Company name & link in all emails
- Company name & link on our website
- Company name on online event pages
- Company tagged in all related social posts & mention in captions
- 10x10-ft. table at the festival
- 4 ice skating admission vouchers

## Friend of Downtown: \$500

MAXIMUM: Unlimited

- Company name on event signage, posters & flyers
- Mention in press release
- Company name & link in all emails
- Company name & link on our website
- Company name on online event pages
- Company tagged in all related social posts & mention in captions



PHOTO // Mike Hendrickson



## CONTACT US

We're always happy to talk about how we might work together (and we love talking with folks who care about Downtown Worcester as much as we do)! Please reach out to any member of our sponsorship team any time:

### **Programs (Primary Sponsorship Contact)**

Victoria Mariano, Program Director

[victoria@downtownworchester.org](mailto:victoria@downtownworchester.org)

508-622-3050, ext. 2

### **Marketing**

Lisa Malo, Marketing Director

[lisa@downtownworchester.org](mailto:lisa@downtownworchester.org)

508-622-3050, ext. 4

### **Billing & Payments**

Jennifer Rose, Office Manager

[officemanager@downtownworchester.org](mailto:officemanager@downtownworchester.org)

508-622-3050, ext. 3



# Downtown Worcester