

2021

SPONSORSHIP OPPORTUNITIES



SOUTH *Side*

**ARTS
DISTRICT**

www.southsideartsdistrict.com.com
@southsideartsdistrict



*Mural by Lauren Kuhn at
The Tally Ho Tavern*

WHO WE ARE

The SouthSide Arts District, an initiative of the Bethlehem Economic Development Corporation, is a downtown revitalization program that works to improve the economic conditions for businesses and institutions located in the core business district of South Bethlehem, Pennsylvania.

Formally organized in 2015 in partnership with Lehigh University and the Bethlehem Economic Development Corporation, the SouthSide Arts District follows the nationally recognized Main Street Four Point Approach from the National Main Street Program, focused on the developing committees of volunteers committed to the Organization, Promotion, Design and Economic Vitality of South Bethlehem.

Our **Organization** committee is dedicated to increasing our volunteer base – within the community and on our committees. **Design** is focused on making our streets look good - including public art, floral arrangements, banners and more. **Economic Vitality** is our team who works to ensure our merchants have access to business resources to thrive. **Promotions** works together to produce our events, marketing materials, and initiatives to get visitors Downtown. And lastly, we have our **Advisory Committee**. Their role is to help establish and advocate the SouthSide Arts District's mission and goals, to advise and support staff and committees, and to provide strategic leadership in regard to the organization's long-term financial sustainability.

We welcome you to join us and become part of the SouthSide Arts District's revitalization. Take a look at the variety of events to support in this guide, and let us know what interests you. Then, let's talk about putting together a package that is tailored to meet your goals. We look forward to working with you!

COMMITTEES

The Gears That Keep Us Going

SPONSORSHIP OPPORTUNITIES

Support the SouthSide Arts District and reach thousands of potential customers! These four packages below will partner you with our most popular events, putting your brand up close and personal with our merchants and thousands of guests who live, work and play in the SouthSide.

sponsorship benefits for each event	Platinum 15 Events \$15,000	Gold 7 Events \$10,000	Silver 3 Events \$5,000	Bronze 1 Event \$2,500
Social Media Promotion (Facebook, Twitter, Instagram)	X	X	X	X
Website Presence	X	X	X	X
Email Blasts	X	X	X	
Press Release	X	X	X	X
Event Poster	X	X	X	X
Event Passport	X	X	X	
Booth at Event	X	X	X	X
Speak at Event / Recognition to Crowd	X	X		
Banner at Event	X	X	X	X
Mentioned in all Media Interviews	X	X		

SouthSide Arts District Events

First Friday - Every First Friday of the Month

On the First Friday of every month Bethlehem's SouthSide Arts District comes to life, celebrating art, culture, food and music. Guests are invited to visit our local art galleries, unique boutiques, salons and shops, all while enjoying food and drink samples or specials from our diverse restaurants. Each First Friday has a theme tied to that specific time of the year, as well as a charity drive to help our community in need.



Mother's Day Sidewalk Sale | May 7

Get a jump start on your Mother's Day shopping & support local at First Friday on May 7th! Enjoy live music and dining deals, all while you shop for Mom at our Mother's Day Sidewalk Sale.

Summer Vibes | June 4

Summer has begun on the SouthSide! Join us on the Greenway and New Street as we kick off First Friday with a live music performance on the Greenway stage, play large lawn games, and enjoy refreshments!

All American First Friday | July 2

Join us on the Greenway and New Street as we kick off First Friday with a live music performance, large lawn games, and refreshments! Stick around for our kids watermelon eating contest, and hot dog competition for adults to win a \$50 Gift Card to your favorite SouthSide merchant!

Dog Days of Summer | August 6

The SouthSide has gone to the dogs (and cats) during August First Friday! Bring your pup & join us on the Greenway for live music, large lawn games, and refreshments! Download our First Friday map to our MusicWalk, Dining Deals, Shopping Sales and Drink Specials of the evening! Pet adoptions & vendors will be on site!

Street Mural Dedication & Pop Up ArtsWalk | September 3

Come celebrate Bethlehem's First Street Mural at Adams and Third Streets! Download our Pop Up ArtsWalk map, to view multiple pop up art galleries in select shops and restaurants. Meet the artists and stop at each location for this fun pop up event! Live music, Dining Deals, Shopping Sales and Drink Specials will also be provided!

SouthSide Arts District Events

First Friday Continued...



Greenway ArtsWalk Celebration | October 1

Join us at the Greenway and New Street as we celebrate the new Greenway ArtsWalk Exhibition! Stroll the path from New Street to Hayes and view 20 new images of our outdoor public art gallery. Then download your map to our MusicWalk, Dining Deals, Shopping Sales and Drink Specials!

Thanks For Giving Food Drive | November 5

The Holidays are almost here! Help us get a jump start helping our community in need! Bring a non-perishable food item and/or men's and women's toiletries and you'll be entered to win a \$50 gift card to the SouthSide merchant of your choice!

A Very Merry First Friday | December 3

The Holidays are here! Help us help our community in need! Bring an unwrapped toy for a local child in need and you'll be entered to win a \$50 gift card to the SouthSide merchant of your choice! Who knows.... maybe Santa will be there!

SouthSide Arts District Events

Spring Restaurant Week | April 26 – May 2

A culinary experience across the world, right in your own backyard! Join us for the SouthSide Arts District's FIRST Spring Restaurant Week. Featuring over 20 different restaurants showcasing cuisines from the far east of Asia, to the deep heart of Italy, to the southern borders of Mexico. Celebrate the return of outdoor dining, and take your taste buds on an adventure!

Sip & Slide Summer Cocktail Crawl | June 19

The summer has arrived and we're celebrating with sidewalk sales, live music and a delicious Summer themed Cocktail Crawl. Enjoy 10 summer themed sample sized cocktails (such as Mojitos, Margaritas & Pina Coladas) from your favorite SouthSide restaurants and shops! Be sure to stop by the Greenway Main Stage for live music, lawn games or to lay in the sun!



Summer Restaurant Week | July 12-18

A culinary experience across the world, right in your own backyard! Join us July 12th to July 18th for the SouthSide Arts District's Summer Restaurant Week. Featuring over 20 different restaurants showcasing cuisines from the far east of Asia, to the deep heart of Italy, to the southern borders of Mexico. Take your taste buds on an adventure right here in South Bethlehem!

SouthSide Arts District Events

Chili Fest | September 18

Entering it's 26th Year - Chili Fest welcomes over twenty competing local chilies to contend for the Title of People's Choice Best Chili and the Celebrity Judge's Top Choice! Thousands of visitors come Downtown to enjoy chili, arts and crafts, live music and Homebase Skateshop's HOT PEPPER eating contest – where only the strong survive! Grab your passport, and head South for this Bethlehem Tradition!

Greenway Family Fun Run | October or November (TBD)

Bring the whole fam for the first ever Greenway Family Fun Run - a noncompete Family Fun Run and Mini Festival. Run South Bethlehem's 1.7 linear mile Greenway from the Skatepark to New Street. All children will receive a medal for finishing the race, and runners can enjoy our Mini Festival celebrating Health and Wellness at the Finish!

Trick or Treat in the Shops | October 30

Calling all Ghouls and Goblins! Head South for an afternoon of trick or treating in the shops and restaurants of the SouthSide Arts District. Each trick or treater will get their own custom map and enter designated businesses for candy! Arts and crafts will be available at Color Me Mine following the event, along with a spooky story time.

Small Business Saturdays & The Christmas Tree Trail | November 27 - December 18

Join us on Small Business Saturday, November 27th at 4:30pm for the kick off of the holiday season in South Bethlehem! The Christmas Tree Trail is back for shoppers, offering a trail throughout the Downtown featuring 15 vibrantly decorated Christmas Trees! Guests can select their favorite tree on our website for a chance to win a \$100 gift card to the SouthSide business of their choice AND the merchant winner of the Christmas Tree Trail! Winners will be selected Saturday, December 19th.

Shoppers can also look forward to shopping and dining deals every Saturday until Christmas! Every Saturday is Small Business Saturday during the holidays! Pick up your guide at our kick off event, or at any participating location!

Naughty or Nice Cocktail & Cookies Crawl | December 4, 11, 18

He's making a list and we're checking it twice. Join us December 4th, 11th or 18th, whether you're Naughty or Nice! The crawl features 10 different sample sized holiday themed cocktails & treats, along with holiday shopping deals & food specials! Get your Christmas shopping done, all while enjoying the crawl! What to expect: Pumpkin Martinis, Spiked Eggnog, Chocolate Chip Cookies, Pop Up Vendors, Carolers, and be on the lookout for Santa & his Elf!