

2022

SPONSORSHIP OPPORTUNITIES



www.southsideartsdistrict.com.com
[@southsideartsdistrict](https://www.instagram.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.



Love is in the Air | February 4

Shamrock & Roll | March 5

Welcome Spring to the Southside | April 1

Mother's Day Sale | May 6

Summer Vibes | June 4

All American First Friday | July 1

Pop Up ArtsWalk | September 3

Greenway ArtsWalk Celebration | October 1

Thanks For Giving Food Drive | November 5

A Very Merry First Friday | December 3

SouthSide Arts District Events

Spring Restaurant Week | March 20 -26

A culinary experience across the world, right in your own backyard! Join us for the SouthSide Arts District's 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 | August 20

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 + Retail Week | July 17-21

A culinary experience across the world, right in your own backyard! Join us July 17th to July 21 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

Fall Restaurant + Retail Week | September 12 - 18

Chili Fest | October 22

Entering it's 27th 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!

Small Business Saturdays & The Christmas Tree Trail | November 26 - December 17

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 17th.

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 3, 10, 17

He's making a list and we're checking it twice. Join us December 3rd, 10th or 17th, 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!