



Downtown Franklin continues to grow, evolve, and bring people together - and Discover Downtown Franklin is proud to be at the heart of that momentum. Last year alone, our events attracted more than 80,000 visitors, creating energy in our streets, customers in our shops, and lasting impressions of what makes Franklin special.

That impact is made possible through partnership. Support from local businesses, organizations, and individuals allows Discover Downtown Franklin to turn ideas into experiences - experiences that celebrate our small businesses, strengthen community connections, and showcase the unique character of our downtown. Whether you're renewing your support or exploring sponsorship for the first time, your involvement truly matters.

Looking ahead, we're building on that momentum with a full calendar of events and programs designed to engage residents, attract visitors, and deliver meaningful exposure for our sponsors. We create events that feel welcoming, memorable, and distinctly Downtown Franklin. Sponsorships and event revenue directly fund programs like First Fridays, Strawberries on the Square, Farmers Market, Love Local, Hops & Vines, the Downtown Franklin Holiday Open House, and many other initiatives that drive foot traffic to support downtown businesses year-round. We also promote placemaking and the preservation of our historic downtown. This packet outlines what's ahead and the opportunities available to align your brand with some of Franklin's most visible and well-loved community experiences.

We invite you to join us in shaping another exciting year for Downtown Franklin.

With appreciation and excitement for 2026,

Danny Causey
Executive Director

Jen Weltich
Assistant Director





SPRING & FALL VINTAGE FESTS, APRIL 25 & OCT. 3, 2026

Main Event: \$5,000

Exclusive sponsorship includes: (1 available)

- 10' x 10' booth space at BOTH event dates (optional)
- Large logo banner display
- Logo in 2026 brochure/marketing
- Prominent logo placement in all marketing
- Prominently featured across all social media channels, website, and newsletter



Last year this 2-day event had over 8,500 attendees!

Gold Sponsor: \$3,000

Sponsorship includes:

- 10' x 10' booth space at BOTH event dates (optional)
- Large logo placement in all marketing for both dates
- Featured across all social media, website, & newsletter

2026 Season Sponsorship Packages

Gold Event Package: \$10,000

- Sponsor ALL 8 major DDF events at the Gold level! (a \$15,000 value!)

Silver Event Package: \$5,000

- Sponsor ALL 8 major DDF events at the Silver level! (a \$7,500 value!)

Bronze Event Package: \$1,000

- Sponsor ALL 8 major DDF events at the Bronze level! (a \$1,750 value!)

Silver Sponsor: \$1,500

Sponsorship includes:

- 10' x 10' booth space at one event date (optional)
- Logo placement in all marketing & website for both dates
- Social media features

Bronze Sponsor: \$250

Sponsorship includes:

- Logo placement in all marketing & website for both dates



www.DiscoverDowntownFranklin.com



DID YOU KNOW? We have over 27,000 social media followers and 3.6 MILLION views across social media each year! Our 2025 events brought over 80,000 attendees to Downtown Franklin!

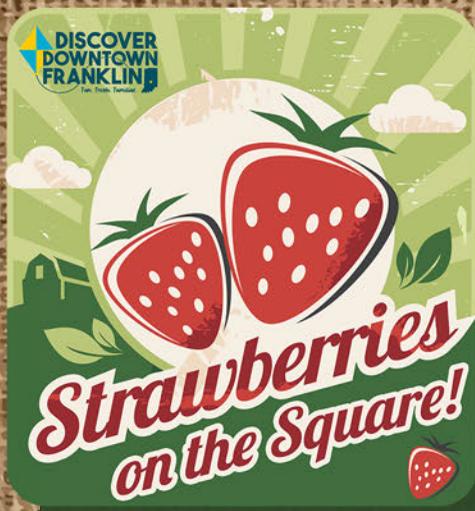


Photo: Tim Gallan

STRAWBERRIES ON THE SQUARE! - MAY 22, 2026

Main Event: \$5,000

Exclusive sponsorship includes: (1 available)

- 10' x 10' booth space (optional)
- Large logo banner displayed at event
- Logo in 2026 brochure/map
- Prominent logo placement in all marketing
- Prominently featured across all social media channels, website, and newsletter
- 10 complimentary tickets

Last year this event served over 6,000 shortcakes!

Gold Sponsor: \$2,000

Sponsorship includes:

- 10' x 10' booth space (optional)
- Large logo placement in all marketing
- Featured across all social media, website, & newsletter
- 6 complimentary tickets

2026 Season Sponsorship Packages

Gold Event Package: \$10,000

- Sponsor ALL 8 major DDF events at the Gold level! (a \$15,000 value!)

Silver Event Package: \$5,000

- Sponsor ALL 8 major DDF events at the Silver level! (a \$7,500 value!)

Bronze Event Package: \$1,000

- Sponsor ALL 8 major DDF events at the Bronze level! (a \$1,750 value!)

Silver Sponsor: \$1,000

Sponsorship includes:

- Logo placement in all marketing & website
- Social media features
- 4 complimentary tickets

Bronze Sponsor: \$250

Sponsorship includes:

- Logo placement in all marketing & website



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Photo: Tim Gallan

FARMERS MARKET - SATURDAYS, MAY 30- SEPT. 12, 2026, AMPHITHEATER

Main Event: \$5,000

Exclusive sponsorship includes: *(1 available)*

- 10' x 10' full-season booth space (optional)
- Large logo banner displayed at event
- Logo in 2026 brochure/map
- Prominent logo placement in all marketing
- Prominently featured across all social media channels, website, and newsletter

**2025 Winner:
Indiana's
Ultimate
Farmers Market!**

Gold Sponsor: \$3,000

Sponsorship includes:

- Two days of 10'x10' booth space (optional)
- Logo featured on XL sponsor banner for all 16 weeks
- Large logo placement in all marketing
- Featured across all social media, website, & newsletter

2026 Season Sponsorship Packages

Gold Event Package: \$10,000

- Sponsor ALL 8 major DDF events at the Gold level! *(a \$15,000 value!)*

Silver Event Package: \$5,000

- Sponsor ALL 8 major DDF events at the Silver level! *(a \$7,500 value!)*

Bronze Event Package: \$1,000

- Sponsor ALL 8 major DDF events at the Bronze level! *(a \$1,750 value!)*

Silver Sponsor: \$1,500

Sponsorship includes:

- One day 10' x 10' booth space (optional)
- Logo placement in all marketing & website
- Social media features

Bronze Sponsor: \$250

Sponsorship includes:

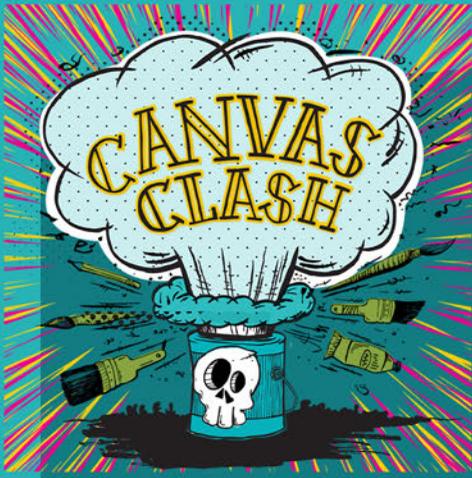
- Logo placement in all marketing & website



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CANVAS CLASH - JUNE 26, 2026 - ELKS LODGE

Main Event: \$2,000

Exclusive sponsorship includes: (1 available)

- 10' x 10' booth space (optional)
- Large logo banner
- Logo in 2026 brochure
- Prominent logo placement
- Prominently featured across all social media channels, website, and newsletter
- 10 complimentary tickets



Gold Sponsor: \$1,000

Sponsorship includes:

- Large logo placement in all marketing & banner at event
- Featured across all social media, website, & newsletter
- 6 complimentary tickets

Silver Sponsor: \$500

Sponsorship includes:

- Logo placement in all marketing & website
- Social media features
- 4 complimentary tickets

Bronze Sponsor: \$250

Sponsorship includes:

- Logo placement in all marketing & website

2026 Season Sponsorship Packages

Gold Event Package: \$10,000

- Sponsor ALL 8 major DDF events at the Gold level! (a \$15,000 value!)

Silver Event Package: \$5,000

- Sponsor ALL 8 major DDF events at the Silver level! (a \$7,500 value!)

Bronze Event Package: \$1,000

- Sponsor ALL 8 major DDF events at the Bronze level! (a \$1,750 value!)



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ETHOS CELEBRATION OF THE ARTS - JUNE 27, 2026 - N. MAIN ST.

Main Event: \$5,000

Exclusive sponsorship includes: (1 available)

- 10' x 10' booth space
- Large logo banner display
- Logo in 2026 brochure
- Prominent logo placement in all marketing
- Prominently featured across all social media channels, website, and newsletter



67 fine artists in 2025!



Gold Sponsor: \$2,000

Sponsorship includes:

- 10' x 10' booth space (optional)
- Large logo placement in all marketing
- Featured across all social media, website, & newsletter

Silver Sponsor: \$1,000

Sponsorship includes:

- Logo placement in all marketing & website
- Social media features

Bronze Sponsor: \$250

Sponsorship includes:

- Logo placement in all marketing & website

2026 Season Sponsorship Packages

Gold Event Package: \$10,000

- Sponsor ALL 8 major DDF events at the Gold level! (a \$15,000 value!)

Silver Event Package: \$5,000

- Sponsor ALL 8 major DDF events at the Silver level! (a \$7,500 value!)

Bronze Event Package: \$1,000

- Sponsor ALL 8 major DDF events at the Bronze level! (a \$1,750 value!)



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HOPS & VINES FESTIVAL - SEPT. 12, 2026 - AMPHITHEATER

Main Event: \$5,000

Exclusive sponsorship includes: (1 available)

- 10' x 10' booth space (optional)
- Large logo banner display
- Logo in 2026 brochure/map
- Prominent logo placement in all marketing
- Prominently featured across all social media channels, website, and newsletter
- 10 complimentary entry and beverage tickets



Last year's event had over 6,200 attendees and featured 15 local breweries & wineries!

Gold Sponsor: \$2,000

Sponsorship includes:

- 10' x 10' booth space (optional)
- Large logo placement in all marketing
- Featured across all social media, website, & newsletter
- 6 complimentary entry and beverage tickets

2026 Season Sponsorship Packages

Gold Event Package: \$10,000

- Sponsor ALL 8 major DDF events at the Gold level! (a \$15,000 value!)

Silver Event Package: \$5,000

- Sponsor ALL 8 major DDF events at the Silver level! (a \$7,500 value!)

Bronze Event Package: \$1,000

- Sponsor ALL 8 major DDF events at the Bronze level! (a \$1,750 value!)

Silver Sponsor: \$1,000

Sponsorship includes:

- Logo placement in all marketing & website
- Social media features
- 4 complimentary entry and beverage tickets

Bronze Sponsor: \$250

Sponsorship includes:

- Logo placement in all marketing & website



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DID YOU KNOW? We have over 27,000 social media followers and 3.6 MILLION views across social media each year! Our 2025 events brought over 80,000 attendees to Downtown Franklin!



HOLIDAY LIGHTING & WINTER MARKET - DECEMBER 5, 2026

Main Event: \$5,000

Exclusive sponsorship includes: *(1 available)*

- 10' x 10' booth space (optional)
- Large logo banner displayed at event
- Logo in 2026 brochure/map
- Prominent logo placement in all marketing
- Prominently featured across all social media channels, website, and newsletter

Last year's event had over 12,000 in attendance!

Gold Sponsor: \$2,000

Sponsorship includes:

- 10' x 10' booth space (optional)
- Large logo placement in all marketing
- Featured across all social media, website, & newsletter

2026 Season Sponsorship Packages

Gold Event Package: \$10,000

- Sponsor ALL 8 major DDF events at the Gold level! *(a \$15,000 value!)*

Silver Event Package: \$5,000

- Sponsor ALL 8 major DDF events at the Silver level! *(a \$7,500 value!)*

Bronze Event Package: \$1,000

- Sponsor ALL 8 major DDF events at the Bronze level! *(a \$1,750 value!)*

Silver Sponsor: \$1,000

Sponsorship includes:

- Logo placement in all marketing & website
- Social media features

Bronze Sponsor: \$250

Sponsorship includes:

- Logo placement in all marketing & website



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Discover Downtown Franklin 2026 Season Sponsorship Packages



Gold Event Package: \$10,000

Sponsor ALL 8 DDF events at the Gold level! (a \$15,000 value!)

Silver Event Package: \$5,000

Sponsor ALL 8 DDF events at the Silver level! (a \$7,500 value!)

Bronze Event Package: \$1,000

Sponsor ALL 8 DDF events at the Bronze level! (a \$1,750 value!)