

DOWNTOWN
SINCE 1821
Monroe



2026 SPONSORSHIP GUIDE



Downtown Monroe...It's All Yours

Partnering with Downtown Monroe gives your business a unique chance to build goodwill and make a lasting impression within our community. Sponsoring local events is a proven, cost-effective way to reach a targeted audience - especially in a district that welcomed an estimated 1,000,000 visitors in 2025. As you consider where to invest your marketing dollars, we'd love to show you why being an event sponsor is the perfect opportunity for your business. We look forward to chatting with you and creating lasting impressions for you and your business as we collaborate to bring unforgettable moments to Downtown Monroe.



making memories car show

March 21st
32,000+ Attendees
500+ Automobiles

Sponsorship Opportunities:
\$1,000 - \$7,500

Target Audience: Male, 30+



the monroe market

Spring & Fall Seasons
7,000 Weekly Attendees

Sponsorship Opportunities:
\$500 - \$5,000

Target Audience: All



first friday concerts

5/1, 6/5, 8/7, 9/4, & 10/2
4500+ Attendees Each

Sponsorship Opportunities:
\$2,500 - \$10,000

Target Audience: Male/Female
30+



america's 250

July 4th | New Event!

Sponsorship Opportunities:
\$1,000 - \$5,000

Target Audience: Community
& Families



fall fest

October 10th
33,000 Attendees
270+ Vendors

Sponsorship Opportunities:
\$500 - \$5,000

Target audience: Families &
Female Consumers



christmas parade

December 3rd
22,000 Attendees

Sponsorship Opportunities:
\$1,000 - \$5,000

Target Audience: Children &
Community

arts & culture

Multiple Events

Sponsorship Opportunities:
\$2,500 - \$5,000

Target Audience: Schools &
Families



partners with a purpose

Year-Long General Sponsorship

Sponsorship Opportunities:
\$250 - \$2,500

Target Audience: General Public,
Community, & Consumers

*to view each
opportunity scan here*





Downtown
MONROE



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