



Uptown Partners Officers

President: Sarah McManus, The Garlic Press

Vice-President: Nichole Hoffman, Commerce Bank

Secretary: Joyce Hightower, Beyond Normal

Treasurer: Lisa Hoffbauer, Uptown Gifts and Accessories

Meetings

General membership meetings will be held at 4 PM on March 27, May 22, July 24 and September 25.

Marketing Committee meetings are held at 4 PM on the first Tuesday of each month.

Uptown Partners Management

Following the departure of the Uptown Manager in 2017, the Town assigned Uptown management duties to four Town departments with expertise in economic development, events, communications and finance.

The Communications Department collaborates with Uptown Partners Marketing Committee and Officers to create and implement the annual marketing plan. The Marketing Committee is chaired by Niko Cinquepalmi who continues to solicit input from members of Uptown Partners (see attached). Niko's contact is niko@coffehound.net

Rachelle Leuty, Normal's communications and marketing specialist, is enhancing social media visibility by promoting Uptown's amenities, retail and service offerings through engagement with potential customers. For information about how your business may participate in Uptown Normal's social media presence, contact Rachelle, rleuty@normal.org

Uptown events sponsored by Uptown Partners will be organized and implemented by the **Cultural Arts Department**. A comprehensive list of Uptown events is enclosed. It includes events sponsored by Uptown Partners, not-for-profit organizations, individual businesses, and the Town. For more information about these events, contact Adam Fox, afox@normal.org

The Town's Administration and Finance departments will assist Uptown Partners in organizing meetings and socials, creating an annual budget, soliciting memberships and prompt payment of financial obligations. Contact is Sally Heffernan, sheffernan@normal.org

Normal Parks and Rec, Public Works and Facilities departments will continue to assist with Uptown event set-up and operations, trash collection, banner installation, snow removal, leaf collection, general maintenance, and landscaping.

From Marketing Committee Chair, Niko Cinquepalmi

The 2018 marketing campaign for the Uptown Partners is truly geared towards “Changing the definition”! Our vision is to foster a more fluid and open forum of dialogue, not only with one another, but with Uptown Normal and the resources available around us. Assuming the role of a Partner means to engage the community as a collective with the commitment of extending our reach, strengthening our influence, and adding depth to the values embossed in the Uptown Normal culture by each individual business. As a Partner looking to the horizon with our vision you can expect to find your business:

- Being a part of a Partner curated community outreach newsletter
- Being showcased in an Uptown Normal Facebook spotlight
- Participating in marketed charitable events
- Receiving monthly email-blasts polling for your input
- Participating in collective promotional university outreach
- Participating in multiple forms (radio/TV/print/social media) of media outreach
- Attending marketing and general meetings along with quarterly socials
- Being a point of pride for members of the Normal community.

Uptown Event Schedule

DATE	EVENT NAME	HOURS
Thursday, February 08, 2018	Uptown Covered in Chocolate	4-7 pm
Saturday, March 17, 2018	St. Patrick's Day Parade	2 - 4 pm
Saturday, April 07, 2018	Mimosa Morning	10 am - 1 pm
Saturday, April 21, 2018	Rock the Block	4 - 10 pm
May – September	Lounge-About the Roundabout	6 - 8 pm Wednesdays & Saturdays
May 19-20	Sidewalk Sales	All day
Saturday, May 19, 2018	Medici 10 th Anniversary Event	4 – 10 pm
Saturday, June 02, 2018	National Train Day	12 noon to 3
Saturday, June 9, 2018	Street Vault Event TBA	All Day
Saturday, June 16, 2018	Special Olympics Street Dance	7 pm - 9 pm
Saturday, June 23, 2018	Make Music Normal	12 noon to 11 pm
July 14-15	Sugar Creek Arts Festival	7/14: 10 am - 5 pm 7/15: 11 am - 4 pm
Saturday, July 21, 2018	Medici Craft Beer and Jazz Festival	4 to- 10 pm
Saturday, August 11, 2018	Cruise In	4 pm – 9 pm
August 25-26	Sweet Corn and Blues Festival	8/25: 10 am - 5 pm 8/26: 11 am - 4 pm
Thursday, September 06, 2018	Light the Night	5 - 8 pm
Saturday, September 15, 2018	Mimosa Morning	10 am - 1 pm
Saturday, September 22, 2018	Medici Oktoberfest	4 - 10 pm
Saturday, September 29, 2018	WW Day of Play	11 am - 3 pm
Thursday, October 18, 2018	Witches Night Out	4 - 7 pm
Monday, October 08, 2018	ISU Tree Lighting	7 pm - 8 pm
Saturday, October 13, 2018	ISU Homecoming Parade	10 am to noon
October 26 – 28, 2018	ISU Family Weekend	All weekend
Saturday, October 27, 2018	Normal 'Til Nine	All day
Tuesday, October 30, 2018	Treat Feast	5 - 6:30 pm
Saturday, November 10, 2018	Holiday Open House	All day
Saturday, November 24, 2018	Small Business Saturday	All day
Saturday, December 1, 2018	Santa's Station Opening	1 - 4:30 pm Parade at 12:30



Membership Benefits:

All members of Uptown Partners will automatically receive:

- Monthly eNewsletter
- Facebook share and/or posts of your events and promotions upon request
- Invitation to quarterly membership meetings, networking events, etc.
- Participation in Uptown Partners committees

BUSINESS LEVELS

Gold Level Member - \$1,000/year

- A photo of your business or logo featured on Uptown website along with a direct link to your business
- Partner profile on Uptown Facebook page
- 20% discount on cooperative advertising opportunities
- First offer on all marketing opportunities
- Sponsorship of one Uptown event including your logo on event marketing material (event chosen in cooperation with Uptown events manager)
- Free booth space in front of your business at Corn Fest

Silver Level Member - \$500/year

- A photo of your business or logo featured on Uptown website along with a direct link to your business
- Partner profile on Uptown Normal Facebook page
- 15% discount on cooperative advertising opportunities
- First offer on all cooperative marketing opportunities
- Free Booth Space in front of your business at Corn Fest

Premier Member - \$300/year

- A photo of your business or logo featured on Uptown website with a direct link to your business
- 10% discount on cooperative advertising opportunities
- First offer on all cooperative marketing opportunities
- Booth Space in front of your business at Corn Fest for half-price (\$50) or free booth space without location guarantee

General Member - \$150/year

- Direct link to your business from the website directory pages

Friend of Uptown Partners - \$100/year (residential, non-Uptown Normal business)

CORPORATE PROPERTY OWNER SPONSORSHIP LEVELS

Cornerstone Member - \$10,000/year (open to anyone)

- Company logo included on website and marketing pieces (except street banners)
- Gold level status for your business on the website including logo, image and contact information
- Name mentioned at all sponsored events

Pillar Member - \$5,000/year (open to anyone)

- Company logo included on website and multiple marketing pieces (excluding street banners)
- All benefits of Gold Level membership

Foundation Member - \$2,500/year (open to anyone)

- Company logo included on the homepage of the website
- All benefits of Gold Level membership

Business Name _____

Business Street Address _____

Contact Name _____

Phone _____ E-mail _____

Website _____ Instagram user name _____

Facebook page name _____

Mailing address of contact (if different than business):

Address _____

Membership Level _____

Amount Due _____

Do you own the building you occupy? _____

If not, name and contact information for owner:
