



FOUNDERS DAY WEEKEND RETURNS THIS SUMMER of 2021!

BECOME A FOUNDERS DAY WEEKEND SPONSOR



The City of Auburn and the Auburn Downtown Business Improvement District are bringing back one of Auburn’s signature events. In 2020 Founders Day had to be canceled due to the pandemic but we are bringing it back in 2021!

You can join the effort by becoming a sponsor of this year’s Founders Day activities at one of the following levels...

FOUNDER'S DAY WEEKEND IS BACK IN 2021!

Friday, August 6th

- **Founders Day Downtown Parade • 6pm**
- **Kick-off Concert** on the Show-mobile Stage to begin following the parade. Band to be announced soon.

Saturday, August 7th

- **Antique & Classic Car Cruise-in • 10am-4 pm**
Featuring Finger Lakes Region Antique Auto Club of America, Poorboys Classic Hot Rods of Auburn, Prison City Ramblers & Cayuga Cruisers, all lining up for the day on Genesee Street; Classic Oldies Music with Goodtime Charlie's Mobile Entertainment.
- **'Support Local Street Faire' • 9am-4pm**
With our local downtown restaurants and merchants, along with Saturday Market Vendors, live music and kid's activities at the Heritage Center
- **Founders Day Concert • 6pm-10pm**
On the City Show-mobile Stage.
Bands to be announced soon.

Complete info at:
www.AuburnNY.gov/foundersday2021

FOUNDING SPONSORSHIP LEVEL
Join the City and the BID as a FOUNDING sponsor with your \$2,000. sponsorship.

- **FOUNDING** sponsors will have:
 - Business logo prominently listed as a **FOUNDING** sponsor on the sponsor banners at each of two music stages; on a post card mailing to Auburn households; on the City’s Founders Day webpage; and, on the Founders Day facebook page.
 - 2 social media posts w/logo to the Founders Day facebook page during the 2 weeks leading up to Aug. 6
 - Business will be announced from both stages before each musical act.
 - Business will be featured during a radio live remote on Saturday, Aug. 7th
 - Business may have a 10’x10’ tent on the event site on Sat. Aug 7 9am-4pm

SUPPORTER SPONSORSHIP LEVEL
Join with your \$1000. sponsorship.

- **Supporter** sponsors will have:
 - Business logo listed as a **SUPPORTER** on the sponsor banners at each of two music stages; on a post card mailing to Auburn households; on the City’s Founders Day webpage; and, on the Founders Day facebook page.
 - Business will be announced from both stages before each musical act.

FRIEND SPONSORSHIP LEVEL
Join the event as a FRIEND with your sponsorship of \$500.

- **Friend** sponsors will have:
 - Business logo listed as a **FRIEND** on the sponsor banners at each of two music stages.
 - Business will be announced from both stages before each musical act.



“The Return of Founders Day Weekend 2021”

August 6 – 7, 2021

Downtown Auburn

Sponsorship Form:

Name of Business Sponsor: _____

Contact Name: _____

Phone number: _____ Email: _____

Mail address: _____

Sponsor Level: _____ Founder _____ Supporter _____ Friend

_____ We (the Sponsor) will provide business logo in a camera ready digital file.

_____ No logo will be provided, rather we would like our business name listed as:

Sponsorship payment may be paid by check by July 28, 2021, please make sponsorship check payments out to: Auburn Downtown Business Improvement District, 25 South Street, Auburn, NY, 13021.

For more information or to return this form please contact:

Stephanie DeVito, Executive Director, Auburn BID at 315-252-7874 or
stephanie@auburndowntown.org

Chuck Mason, City Clerk, Auburn at 315-255-4101 or cmason@auburnny.gov