

MIDTOWN

RENO

2024 Partnership Packet



**OUR MISSION IS TO SHOW THE WORLD
#WHATMAKESMIDTOWN???**

To play an active role in supporting fellow MidTown businesses and contribute to our thriving community, we invite you to take advantage of the MidTown Partnerships designed to boost awareness of our wonderful district and all it has to offer.



renomidtown.com | hello@renomidtown.com | 775-525-0791



MIDTOWN

RENO

Our Vision is to create a neighborhood that attracts people to thrive!

Who:

MidTown Association is a group of individuals who love the MidTown Community. Our mission is to show the world #WhatMakesMidTown Reno???. Our Vision is to create a neighborhood that attracts people to thrive! Our values are **D**iverse **I**nclusive **S**ustainable and **C**ollaborative

What:

MidTown is all about arts, culture and keeping our history alive. We're about getting people involved and making sure we keep the eclectic vibe of our area going strong. Whether you're just visiting or you live here, we want MidTown Reno to be a place you love being a part of. Come join us in making our neighborhood a special spot that's more than just streets and shops but a real community.

Why:

1. Grow your organization's visibility and influence within the region
2. Connect with locals, influencers & tourists
3. Align your brand to MidTown's vibrant reputation of local artists, innovative creatives, and diverse culture
4. **Support your neighborhood and help it grow**



MIDTOWN

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MidTown is responsible for several special events, working to make our area the “fun” place to be while attracting new and returning locals and tourist to support our local businesses and neighborhoods

EVENTS *Click on each event to learn more*



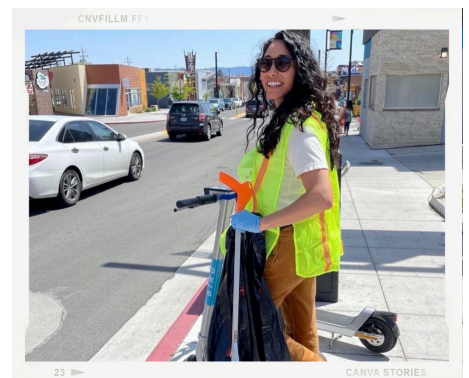
DANCING IN THE STREETS

Gain exposure to 10,000+ attendees during Dancing in the Streets, formerly Art Walk.



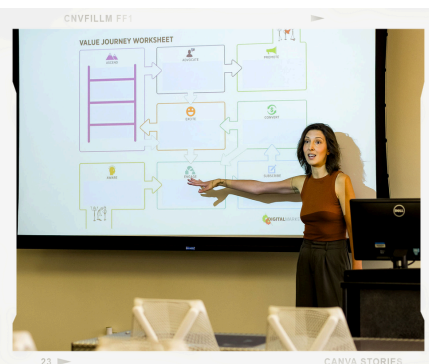
FIRST THURSDAY

Every First Thursday MidTown invites the community to come down and support our local businesses.



MIDTOWN CLEAN UPS

MidTown teams up with KTMB four times a year to keep MidTown clean and shiny!



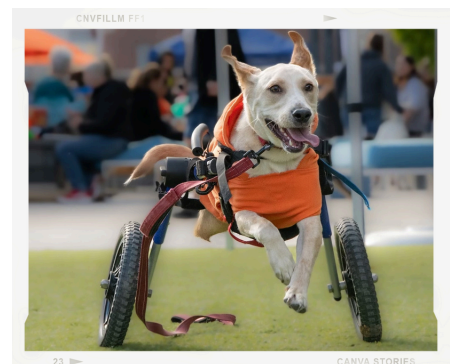
LUNCH & LEARN

MidTown hosts quarterly business owner lunch & learns. A chance to learn and meet other business owners



BUSINESS OWNER MIXER

MidTown hosts business owner mixers, a way for partners to meet and discover ways to align and collaborate



WAG N' WHEELS

MidTown helps support other non-profits by hosting their events and fundraisers



MIDTOWN RENO

Did you know, we are more than events? We also go to city and county meetings to make sure MidTown is seen and heard when major decisions are being made. We also team up with other districts and companies to bring you fun opportunities for broadened exposure.

WE GOT YOUR BACK *Click on each item to learn more*



HISTORICAL PLAQUES

MidTown recognized fourteen historic plaques to mark some of our historical buildings



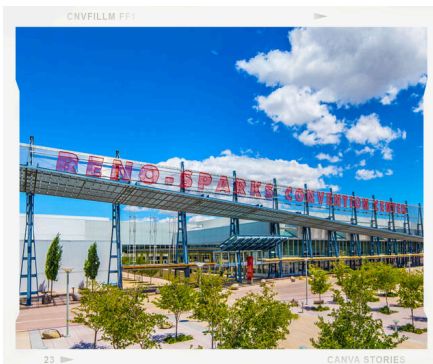
TEDxRENO

MidTown partnered with TEDxReno to offer partners the opportunity to get in front of like-minded people



BROADWAY AT THE BARS

MidTown teamed up with the Pioneer Center to bring this special opportunity to our MidTown bars



REACH CONVENTION GUESTS

MidTown has partnered with RSCVA for opportunities to bring convention guests to our shops



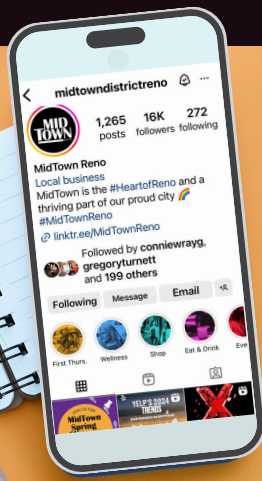
OFFICIAL MAIN STREET

MidTown is part of Main Street America, allowing our partner businesses grant opportunities



CIGARETTE LITTER PROVENTION

MidTown is always on the look out for opportunities to make MidTown cleaner, safer and more vibrant



SOCIAL MEDIA EXAMPLES & STATS

Social Media Audience: 32,000 & counting

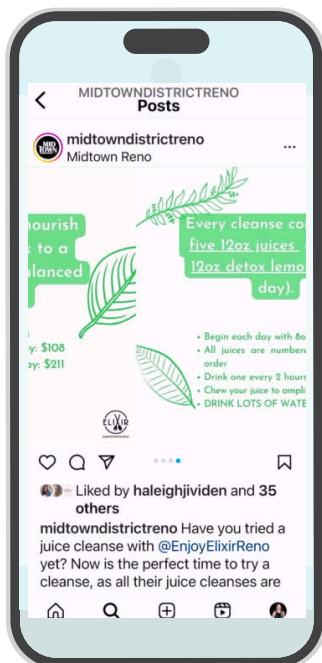
Average Monthly Engagement: 276,347

Average Monthly Impressions: 10,000

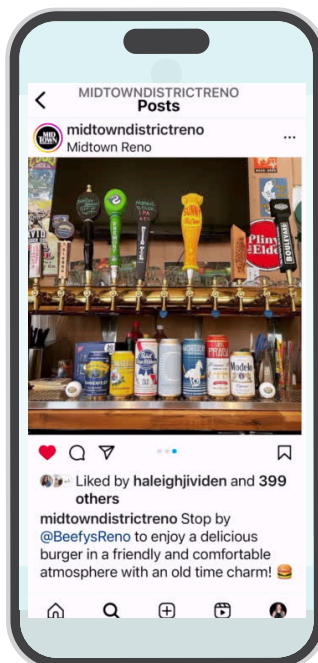
Average Engagement per post: 59

Average impression per post: 1,712

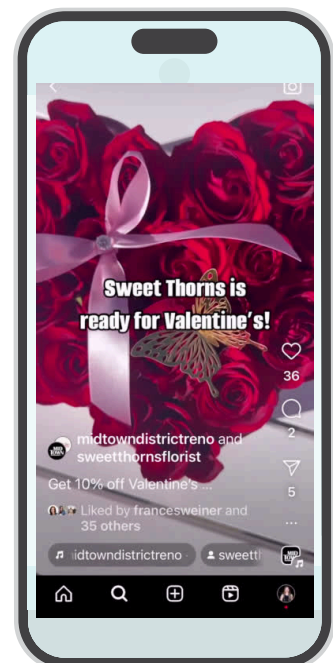
This is what an Individual & Welcome Post look like

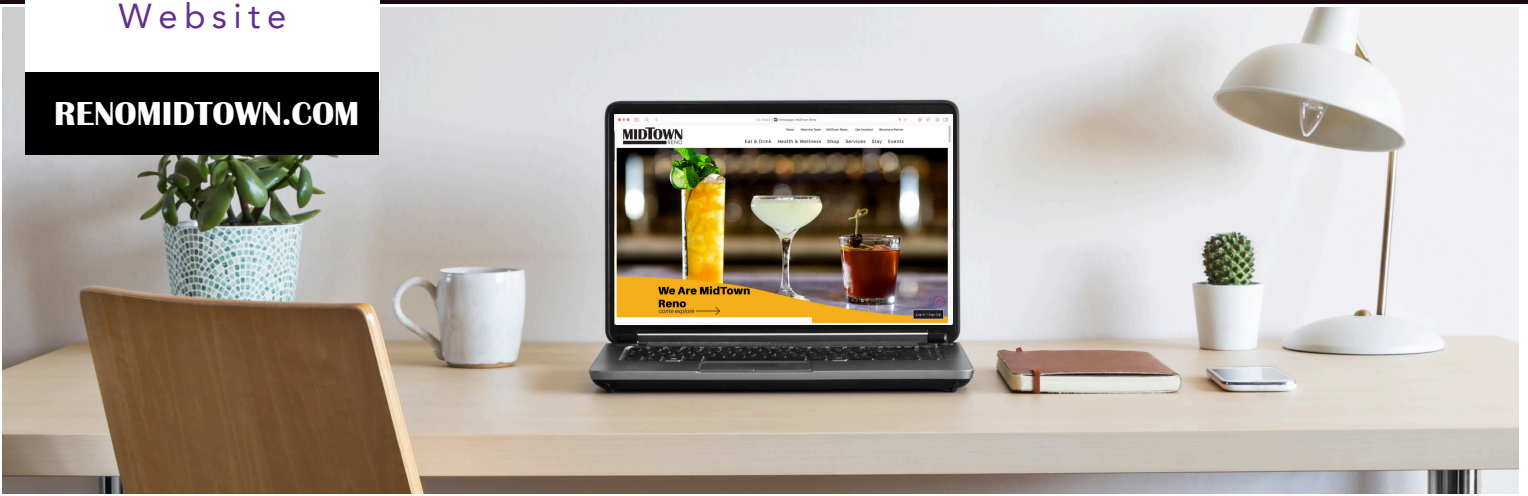


This is what a group social post looks like



This is what a custom reel looks like





WEBSITE STATS 2023

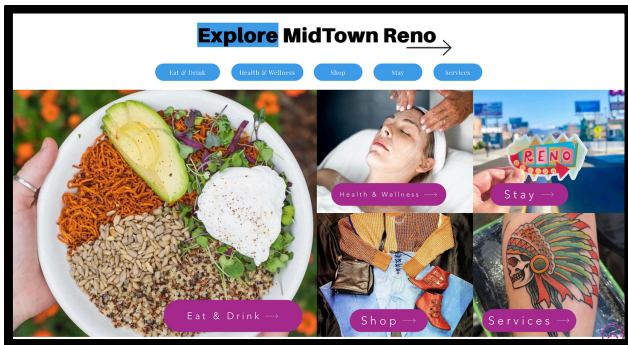
Unique Visits: 29,377

Page Visits: 58, 975

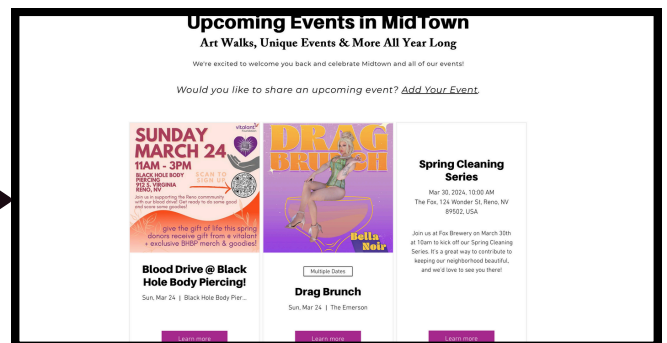
Avg Time on Site: 5 mins

Where does the traffic come from? Organic: SEO, Google Search, renomidtown.com & Facebook

Examples



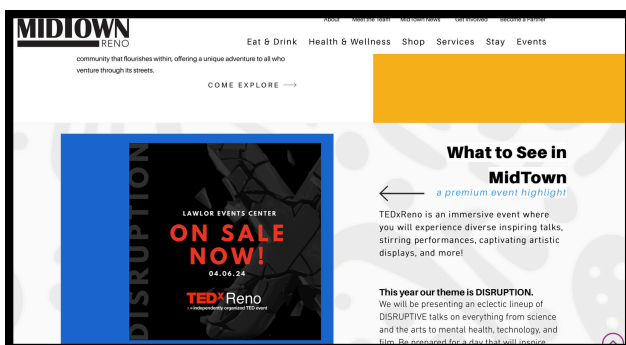
You business listed on our business directory



Add your events to our events calendar



This is an example of what a home page take over looks like





PUBLIC & PARTNER NEWSLETTER



Public Newsletter

Events and highlights of your business of your business can go out in our bi-monthly newsletter

Subscribers: 950
Open Rate: 46%
Click Rate: 23%



Discover Prude & Boujee

Located at 10 Mary St in MidTown. Prude & Boujee is the ultimate destination for K-beauty and sheet mask enthusiasts. 🧖️ ✨
Step into this inviting space and immerse yourself in the world of sheet masks, K-beauty trends, and skincare. With a team of knowledgeable staff, Prude & Boujee offers expert guidance and a diverse range of products tailored to address any skincare concern.
Whether one is an avid skincare enthusiast or a newcomer to the world of beauty rituals, Prude & Boujee can help discover more radiant, glowing skin.

[More about Prude & Boujee](#)

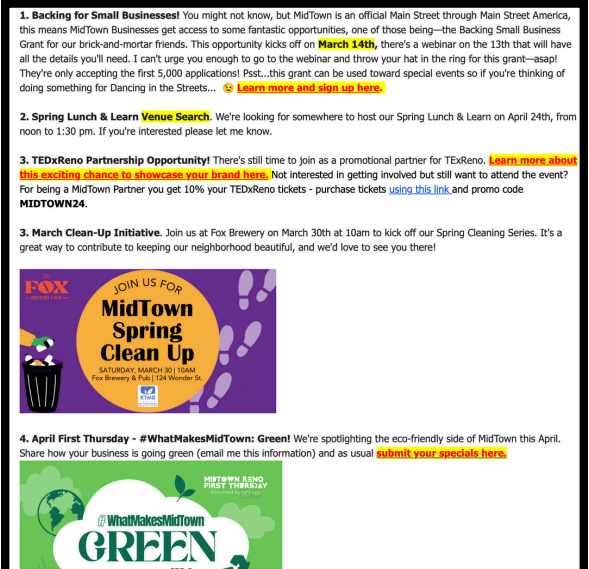
Example of placement



Partner Email

Get special offers and opportunities that are just for MidTown Partners (2-4x monthly)

Subscribers: 100+
Countless opportunities

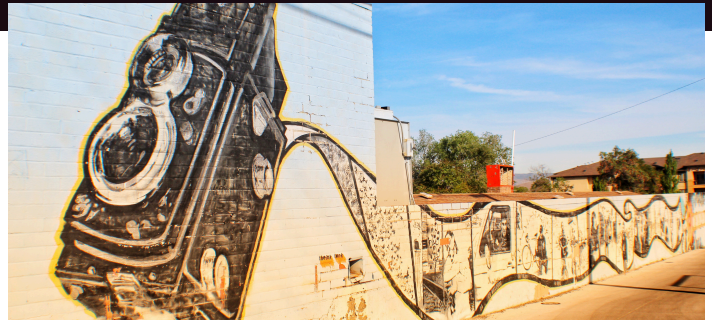


Example email

MIDTOWN

membership

\$70/MONTH
\$850/YR



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BECOME A PREMIUM PARTNER MEMBER

If you're looking for everything that the Business Membership has with some extra marketing help without a huge price ticket, this is that membership.

BENEFITS



Website & Newsletter

- Home Page Take Over! (1x a year)
- Feature in bi-weekly newsletter to general community (1x a year)
- Business listed on the official MidTown website
- Ability to add events to the MidTown events calendar



Social Media

- Custom Reel
- Opportunity to collab on giveaway
- Welcome to MidTown introductory post
- Individual social feature (1x a year - minimum)
- Group Social Feature
- Share tagged post (upon approval)
- Added to MidTown Business Owner Facebook Group
- Opportunity to collab or post (upon approval)



Community

- Invitation to attend quarterly Lunch & Learns
- Invitation to Business Owners Mixers
- MidTown Reno Window Cling
- Business listed in tourism brochure
- Add evergreen ad to Welcome Center information TV



Events

- Opportunity to participate in Dancing in the Streets, First Thursday and any other MidTown Events
- Free booth space at any MidTown Event
- MidTown Merchandise



Press

- Photoshoot (2x a year)
- Opportunity to join Jaime on Morning Break on Kolo 8 (when applicable)

SIGN UP

MIDTOWN

membership

\$29/MONTH
\$350/YR



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BECOME A BUSINESS PARTNER MEMBER

Think of this partnership level as an optional HOA, you get some marketing benefits but it is this membership that helps us keep the lights on and our neighborhood thriving.

BENEFITS



Website & Newsletter

- Business listed on the official MidTown website
- Ability to add events to the MidTown events calendar



Social Media

- Welcome to MidTown introductory post
- Group Social Feature
- Individual social feature (1x per year)
- Share tagged post (upon approval of social media manager)
- Added to MidTown Business Owner Facebook Group
- Opportunity to collab or post (upon approval)



Community

- Invitation to attend quarterly Lunch & Learns
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- MidTown Window Cling
- Business listed in tourism brochure
- Add evergreen ad to Welcome Center information TV



Events

- Opportunity to participate in Dancing in the Streets, First Thursday and any other MidTown Events
- Free booth space at any MidTown Event
- 25% off MidTown Merchandise

SIGN UP

MIDTOWN

membership

\$38/MONTH
\$450/YR



MIDTOWN

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BECOME A COMMUNITY PARTNER

If you're located outside of MidTown Reno but offer a service throughout the community, including in Reno, this is the membership for you. *Upon approval.*

BENEFITS



Website & Media

- Listed on the official MidTown website (upon approval)
- Ability to add events to the MidTown events calendar (upon approval)



Social Media

- Welcome to MidTown introductory post
- Group Social Feature
- Share tagged post (upon approval of social media manager)
- Added to MidTown Business Owner Facebook Group
- Opportunity to collab or post (upon approval)



Community

- Invitation to attend quarterly Lunch & Learns
- Invitation to Business Owners Mixers



Events

- Opportunity to participate in Dancing in the Streets, First Thursday and any other MidTown Events
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SIGN UP

PLANS	PREMIUM \$850/YR	BUSINESS \$350/YR	COMMUNITY \$450/YR
COMMUNITY			
Member Exclusive Events	X	X	X
Share Content on Groups	X	X	X
Window Cling Logo	X	X	X
Listed in Tourism Brochure	X	X	
Welcome Center TV listing	X	X	
SPECIAL EVENTS & INITIATIVES			
Invitation to Participate*	X	X	X
Booth Space (no cost)*	X	X	X
MidTown Merchandise	X	25% off	25% off
MEDIA			
Group Social Features	X	X	X
Individual Social Feature*	X	X	X
Welcome to MidTown Post	X	X	X
Custom Reel	X		
Business Photoshoot*	X		
Morning Break	X		
EMAIL & WEBSITE			
Website Directory Listing*	X	X	X
Listed on Events Calendar*	X	X	X
Homepage Takeover	X		
Newsletter Feature	X		

***VARIES BASED ON AVAILABILITY FOR NON-MIDTOWN LOCATION**

MIDTOWN

opportunities

ADD ONS



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Website

- Custom made graphics for website - \$45 per graphic



Social Media

- Boost social media post - price varies
- Custom Reel



Big Bellies

- Add your events or business ad in Big Belly Billboards



Tourism Map

- Individual Ad in tourism booklet and map



Pro Photography

- Add extra photography to your event or for your business

Ads on Big Bellies are determined by the MidTown Board, need 2 weeks for printing and installation. Social Media boosts are based on Marketing Teams approval. Extra Photography is based on availability.



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Thank you for your partnership

Lets Connect:

775-525-0791

renomidtown.com

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