



# ATHENS MAIN STREET



## MISSION STATEMENT

The mission of Athens Main Street is to enhance downtown vibrancy, preserve its historic charm, empower its community of business owners, and foster a center of activity for the community.



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### Athens Main Street 2025 Numbers

60,000+ Website Visitors  
26,000+ Facebook Followers - 7,000,000+ Views  
5,000+ Instagram Followers - 370,000+ Views

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### Contact Information

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## DEAR VALUED PARTNER,

As we look ahead to 2026, Athens Main Street is thrilled to build upon the momentum and success we've achieved together in revitalizing our historic downtown. The past year has brought remarkable progress and energy to the heart of our community, and none of it would have been possible without the steadfast support of businesses like yours. Your commitment to downtown Athens has been instrumental in creating the vibrant, thriving district we see today.

Our downtown continues to be the soul of Athens—a place where community connections flourish, where local commerce thrives, and where the character of our city shines brightest. It's where neighbors become friends, where traditions are celebrated, and where we're collectively shaping the future of Athens for generations to come.

Through the generous support of our sponsors, we've been able to deliver signature events like Fridays After Five, Sippin' Cider, and Restaurant Week, attracting thousands of visitors who discover—and rediscover—all that downtown has to offer. These gatherings do more than entertain; they drive economic vitality, amplify the reach of our local businesses, and strengthen the fabric that holds our community together.

As we enter 2026, we're setting our sights even higher. Your sponsorship empowers us to continue preserving the historic charm of downtown Athens while pioneering innovative programs that will attract new residents, visitors, and investment. Together, we can ensure that downtown remains a dynamic hub where people love to gather, shop, dine, and celebrate.

This catalog presents a range of sponsorship opportunities designed to maximize visibility for your business while supporting meaningful community impact. From high-traffic events to digital engagement across our growing platforms, partnering with Athens Main Street positions your brand at the forefront of our city's renaissance.

Thank you for considering a partnership with Athens Main Street for 2026. We're excited about what we'll accomplish together in the year ahead and grateful for your role in making downtown Athens a place we can all be proud of.

Warm regards,

Tere Richardson  
Executive Director  
Athens Main Street





## - I N V E S T M E N T S -

Now is the perfect time to invest in Athens Main Street as a stakeholder, business investor, or individual supporter. Your donation can make a profound impact on this vibrant district, which is home to a diverse array of small businesses that enrich our local economy and community identity. By contributing now, you not only empower local entrepreneurs but also play a crucial role in revitalizing an area that celebrates creativity, culture, and connection. As a stakeholder, your commitment represents the highest level of investment, paving the way for a brighter future for our community. Your support will help create a thriving ecosystem where businesses flourish, attracting visitors and fostering a deep sense of belonging. Don't wait — join us in this vital mission with an annual commitment through the end of 2026.

	Stakeholder	Business Investor	Individual Supporter
Cost	\$1,200	\$150	\$50

## 2025 Stakeholders



## 2025 BUSINESS INVESTORS

LAST UPDATED AUGUST 2025

ATHENS ALEHOUSE & CELLAR  
 ATHENS LIMESTONE PUBLIC LIBRARY FOUNDATION  
 BEANBEANS BOUTIQUE  
 BENNETT'S CLOTHING  
 COFFEE OFF THE SQUARE  
 COURTESY LENDING  
 CRAWFORD'S GIFTS  
 FRAME GALLERY OF ATHENS  
 HENDRICKS-PATTON-RANCL  
 INNOVATIVE REALTY  
 IRONS & ALES  
 KREME DELITE  
 LATHAM MOFFATT  
 LIMESTONE DRUG  
 LIMESTONE LEGENDS

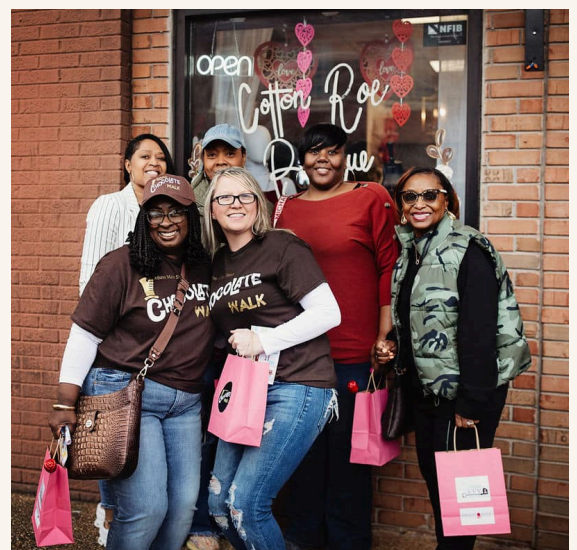
LUCIA'S COCINA MEXICANA  
 MARKET & MONROE  
 OLD BLACK BEAR BREWING  
 RAD RAGS BOUTIQUE  
 RAYMOND JAMES  
 RIDDLE TAX  
 SALTY COD  
 SHEPHERD'S CLOTHIERS  
 SNAPDRAGON KIDS  
 SOUTHERN THRONE BOUTIQUE  
 THAT'S SO ART  
 TOODLEBUGS  
 VILLAGE PIZZA  
 UG WHITE  
 WILDWOOD DELI



## - C H O C O L A T E   W A L K -

If you love all things chocolate, great places to shop and dine, and sweet deals, Athens Main Street's 13th Annual Chocolate Walk is the perfect event to support! Taking place on February 7, 2026, from Noon to 5 p.m., this popular event draws chocolate lovers and shoppers alike for an unforgettable afternoon of sweet treats and local shopping. As a sponsor, you'll connect with a chocolate-loving crowd and promote your brand alongside a highly anticipated community event. Don't miss this chance to support local businesses and indulge in sweet success!

	Presenting	Supporting
Cost	\$2,000	\$500
Number Available	<b>SOLD</b>	2
E-Blast	Logo & Link	Name
Social Media	Logo	Name
Print	Logo	N/A
Additional Benefits	4 complementary tickets, 60-90 second video promoting your business and the event, business logo on all participant's bags	Name on sticker bags



## - B O U T I Q U E   C R A W L -

This March, downtown Athens' clothing and gift boutiques will offer major specials during the 2026 Boutique Crawl. Shoppers can enjoy exclusive deals, and for every purchase over \$20, they'll be entered to win a \$500 Shopping Spree in downtown Athens! As a sponsor, you'll gain visibility with a fashion-forward and shopping-savvy crowd while supporting our local businesses. This event is in its third year and has become a huge success. Join us in making this event even bigger this year!

	Presenting	Supporting
Cost	\$2,000	\$500
Number Available	<b>SOLD</b>	2
E-Blast	Logo & Link	Name
Social Media	Logo	Name
Print Materials	Logo	N/A
Additional Benefits	60-90 second video promoting your business and the event, opportunity to provide bags with your business logo	



# - FRIDAYS AFTER FIVE -

From April through July, the last Friday of each month (April 24, May 29, June 26, July 31) will bring Fridays After Five to the east side of the Limestone County Courthouse—a lively event featuring live entertainment, extended shopping hours, delicious food, and family-friendly fun! Local merchants, restaurants, food trucks, and children's activities will make this the ultimate community celebration. As a sponsor, you'll connect with a vibrant crowd, elevate your brand, and support a beloved community event. Don't miss this opportunity to be part of the fun!

	Presenting	Audio & Visual	Kids Zone	DJ	Supporting	Dining	Event Partners
Cost	\$10,000	\$5,000	\$3,000	\$1,500	\$1,000	\$750	\$800*
Number Available	<b>SOLD</b>	<b>SOLD</b>	1	<b>SOLD</b>	5	1	unlimited
E-Blast	Logo & Link	Logo	Logo	Logo	Logo	Name	Name
Social Media	Logo	Logo	Logo	Logo	Name	Name	Name
Print Materials	Logo	Logo	Logo	Logo	Sign at event	Sign at event	N/A

*\*This price is for all four Fridays After Five. Individual months are \$250 each.*





## - C U L I N A R Y   M O N T H -

This August, downtown Athens will come alive with delicious food, amazing deals, and unforgettable dining experiences during Athens Restaurant Week! Support our local restaurants while indulging in the best culinary delights Athens has to offer. As a sponsor, you'll showcase your brand to food lovers and community members, all while supporting local businesses. Join us in making this tasty celebration a success!

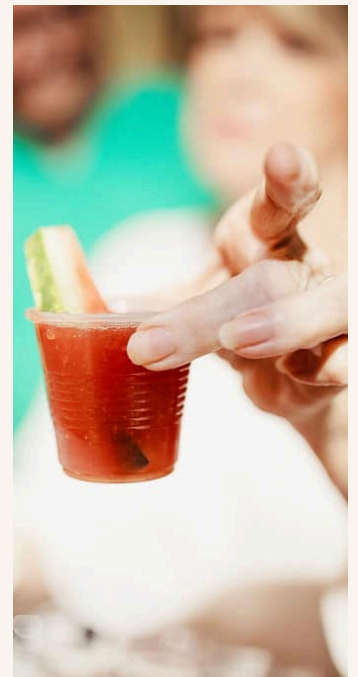
	Presenting	Supporting
Cost	\$2,000	\$500
Number Available	<b>SOLD</b>	4
E-Blast	Logo & Link	Name
Social Media	Logo	Name
Print Materials	Logo	N/A
Additional Benefits	60-90 second video promoting your business and the event	



## - S U M M E R   S I P P I N ' -

On August 15, 2026, in conjunction with Culinary Month, downtown Athens merchants will offer special summer drinks to shoppers as they browse exciting summer deals. Attendees can vote for their favorite drink, with the top competitor crowned the Summer Sippin' Champion! As a sponsor, you'll gain exposure to a lively crowd of shoppers and foodies while supporting local businesses. Be part of this refreshing event by exploring our sponsorship opportunities today!

	Presenting	Supporting
Cost	\$1,500	\$500
Number Available	<b>SOLD</b>	2
E-Blast	Logo & Link	Name
Social Media	Logo	Name
Print Materials	Logo	N/A
Additional Benefits	60-90 second video promoting your business and the event	





## - S I P P I N ' C I D E R -

Be part of the magic at the 2026 Sippin' Cider Festival on December 12! Merchants will offer complimentary tastings of their best hot or cold cider recipes, and cider lovers will vote for their favorite. The cider with the most votes will take home the coveted Cider Cup and bragging rights for the year! As a sponsor, you'll gain prime exposure to a lively and engaged audience, all while supporting a beloved local event.

	Presenting	Supporting
Cost	\$3,000	\$500
Number Available	<b>SOLD</b>	4
E-Blast	Logo & Link	Name
Social Media	Logo	Name
Print Materials	Logo	N/A
Additional Benefits	60-90 second video promoting your business and the event	





## - F A R M E R S   M A R K E T -

Join us in promoting local agriculture, community wellness, and small businesses by becoming a sponsor of the Athens Farmers Market. Your sponsorship helps ensure that we continue providing fresh, locally grown produce, artisan goods, and educational activities for our community. It's a great opportunity to align your brand with sustainability and community growth. Let's cultivate a healthier, happier Athens together! We hope you'll consider one of the following sponsorships.

	Presenting	Entertainment	Market Days
Cost	\$5,000	\$3,000	\$300
Number Available	<b>SOLD</b>	1	13
E-Blast	Logo & Link	Logo	Logo
Social Media	Logo	Logo	Logo for that market day
Print Materials	Logo	N/A	N/A
Additional Benefits/Notes	60-90 second video promoting your business and the market	<i>*This sponsorship is supporting 18 musical acts</i>	

Farmers Market Dates:

Tuesdays 3 PM - 6 PM, May 28 - August 25, Saturdays 8 AM - Noon, June 6 - September 26



## - M A R K E T I N G -

We're seeking sponsors for the Downtown Athens Visitors Guide and our website! Our website has thousands of views each year. Your support will help promote our vibrant community and attract visitors to our local shops, restaurants, and cultural events. By becoming a sponsor, your brand will gain valuable exposure in this essential resource for visitors and residents alike.

	Website Sponsors	Visitor's Guide
Cost	\$1,000	\$3,000
How Many?	3	2,000 Maps

