

2025-2026 Sponsorship Opportunities



PO Box 1153, Fort Smith, AR 72902

www.godowntownfs.org

info@fsdba.org

(479) 926-6118

Become a Sponsor & Support Downtown Fort Smith

The Fort Smith Downtown Business Association (FSDBA) is dedicated to fostering a thriving downtown community through exciting events, promotions and initiatives that bring people together and drive economic growth.

Increasing foot traffic downtown requires a multi-pronged strategy that combines physical improvements, event programming, economic incentives, and community engagement. Many organizations are working to accomplish these goals.

The FSDBA focuses on events programming and marketing. We do this through recurring events like First Saturday, seasonal celebrations like the Fall Festival and the New Year's Eve Ball Drop, and by promoting events, businesses and organizations through our GoDowntownFS.org website and Social Media profiles and ads.

As an additional service to the community, we strive to bring fun, family-friendly events to downtown that allow all members of our community to participate. Many of our events have free inflatables, photo booths and all have free admission to allow every member of our community to enjoy and create lasting memories.

We invite you to be a sponsor and showcase your business while supporting the continued success of downtown Fort Smith.

Why Sponsor FSDBA Events?

Brand Visibility – Get your business in front of thousands of locals and visitors.

Community Impact – Show your commitment to the growth and vibrancy of downtown Fort Smith.

Event Recognition – Enjoy special promotions, logo placements and shout-outs at our events.

Sponsorship Opportunities

We offer various sponsorship levels from small business packages to premier event partnerships, ensuring businesses of all sizes can participate.

Premier Sponsorship \$25,000

Sponsor all our events! Recognition through June of 2026

- Logo displayed on banners, posters, fliers
- Logo and Business Listing on website
- Recognition in all marketing materials for each event
- Recognition in our event-related Social Media posts
- Recognition in newsletters
- Recognition by emcees during events.
- Opportunity to set up promotional tent or truck at events
- 6 VIP passes to NYE Ball Drop

T-Shirt Sponsor \$1 600

Receive recognition through all events as our staff and volunteers wear their shirts!

We need 14 board member shirts and 58 volunteer shirts

- Logo on back of T-Shirt
- Logo and full business listing on website
- Recognition on our social media platforms
- Set up a tent at event of your choice: Fall Festival, Food Truck Festival, Ball Drop

Exclusive Radio Sponsorship \$10,000

Sponsor all our events with in-kind donation! Recognition through June of 2026

- Mention in radio ads and at all event locations
- Recognition in all marketing materials
- Recognition in our Social Media Posts

October: Fall Festival Kids Zone

All sponsors get a full business listing on our website.

Presenting Sponsor of Kids Zone: \$5000

Only one Presenting Sponsorship available
Logo displayed on banners, posters, fliers
Recognition in all marketing materials
Recognition on our Social Media posts

Diamond Sponsor \$3000

Recognition on our Social Media posts and on our website
Logo displayed in Diamond Grouping on sign at events

Platinum Sponsor \$2000

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Platinum Grouping on sign at event

Gold Sponsor: \$1000

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Gold Grouping on sign at event

Silver Sponsor: \$500

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Silver Grouping on sign at event

Bronze Sponsor: \$250

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Bronze Grouping on sign at event

October & March: Pub Crawls

**You get twice the recognition with two sponsorships for the price of one!
Pay in two installments – half due by Aug 31st & second half by Jan 15th**

All sponsors get a full business listing on our website.

Presenting Sponsor: \$5000

Only one Presenting Sponsorship available
Logo displayed on banners, posters, fliers
Recognition in all marketing materials
Recognition on our Social Media posts

Diamond Sponsor \$3000

Recognition on our Social Media posts and on our website
Logo displayed in Diamond Grouping on sign at events

Platinum Sponsor \$2000

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Platinum Grouping on sign at event

Gold Sponsor: \$1000

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Gold Grouping on sign at event

Silver Sponsor: \$500

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Silver Grouping on sign at event

Bronze Sponsor: \$250

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Bronze Grouping on sign at event

December: New Year's Eve Ball Drop

All sponsors get a full business listing on our website.

Presenting Sponsor: \$10,000

- Only one Presenting Sponsorship available
- Logo displayed on banners, posters, fliers
- Recognition in all marketing materials
- Recognition on our Social Media posts
- 4 VIP tickets

Exclusive TV Media Sponsor: \$6000 (in kind)

- Logo displayed on TV and at location
- Recognition in all marketing materials
- Recognition in our Social Media Posts
- Sponsor will provide Live Stream coverage of the Fort Smith Ball Drop on 12/31/2025

Diamond Sponsor \$3000

- Recognition on our Social Media posts and on our website
- Logo displayed in Diamond Grouping on sign at events
- 2 VIP tickets

Platinum Sponsor \$2000

- Recognition on our Social Media posts and on our website
- Smaller Logo displayed in Platinum Grouping on sign at event

Gold Sponsor: \$1000

- Recognition on our Social Media posts and on our website
- Smaller Logo displayed in Gold Grouping on sign at event

Silver Sponsor: \$500

- Recognition on our Social Media posts and on our website
- Smaller Logo displayed in Silver Grouping on sign at event

Bronze Sponsor: \$250

- Recognition on our Social Media posts and on our website
- Smaller Logo displayed in Bronze Grouping on sign at event

May: Fort Smith Food Truck Festival

All sponsors get a full business listing on our website.

Presenting Sponsor: \$8000

Only one Presenting Sponsorship available
Logo displayed on banners, posters, fliers
Recognition in all marketing materials
Recognition on our Social Media posts

Diamond Sponsor \$4000

Recognition on our Social Media posts and on our website
Logo displayed in Diamond Grouping on sign at events

Platinum Sponsor \$2500

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Platinum Grouping on sign at event

Gold Sponsor: \$1000

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Gold Grouping on sign at event

Silver Sponsor: \$500

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Silver Grouping on sign at event

Bronze Sponsor: \$250

Recognition on our Social Media posts and on our website
Smaller Logo displayed in Bronze Grouping on sign at event

Sponsorship Form

Event Name(s): _____

Sponsorship Level: _____

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Check Enclosed (payable to: FSDBA)

I would like to donate via credit card (you will be contacted)

Please email for or print and return form to :

FSDBA
PO Box 1153
Fort Smith, AR 72902