

# Support the **BIGGEST** Buy Nearby Weekend celebration in history!



Supporting Michigan-based retailers and small businesses is more important than ever. Buy Nearby Weekend kicks off the holiday shopping season on the first full weekend of October, encouraging shoppers to support local businesses as they enter the holiday season. Help MRA drive more awareness and support for Michigan's retail industry by sponsoring Buy Nearby Weekend.

## Premier Sponsor | \$5,000

(1 available)

As premier sponsor, your logo will be placed next to the Michigan Retailers Association and Buy Nearby logos on all Buy Nearby Weekend assets that feature a logo. You'll receive social media call-outs, a write-up on the Buy Nearby Weekend Participating Retailers map page, and mentions in Michigan Retailer magazine, Buy Nearby Weekend press releases, and other media outlets. You may also request: Up to 2500 co-branded Buy Nearby Weekend Shop 3 Challenge punch cards, 20 Buy Nearby Weekend posters, and 50 branded balloons to decorate for the celebration.



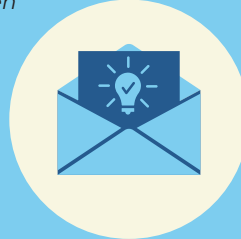
## Party Pack Sponsor | \$1,000

(1 available)

As the Party Pack Sponsor, your logo will be featured on the Buy Nearby Weekend Party Pack envelopes that are mailed and delivered to retailers across the state of Michigan.

*\*Each year, more businesses have requested Buy Nearby Weekend packs than in the previous year. In 2024, nearly 500 packs were delivered to Michigan retailers. We anticipate between 500-750 packs for 2025.*

### Buy Nearby Weekend



## Map Sponsor | \$500

(1 available)

As the Buy Nearby Weekend Map Sponsor, your logo will be featured on the Buy Nearby Weekend Map landing page on BuyNearbyMI.com. You'll receive social media call-outs in content promoting the participating member map.

*\*Each year, the Buy Nearby Weekend participating member map receives thousands of views from consumers, legislators, and business owners across Michigan.*



## Road Trip Sponsors

**Ideal for Chambers, DDAs, CVBs, and others looking to create a memorable shop local experience on Buy Nearby Weekend.**



## Ultimate Destination Sponsor | \$1,000

(1 available)

As the Ultimate Destination Sponsor, you set the destination of our 2025 road trip with the Buy Nearby Guy, ending with up to 2 hours spent visiting your downtown and local businesses for photo opportunities and shopper engagement. Your city will receive social media call-outs as a sponsor for the road trip. Your city will be listed on the participating map page under "Participating Destinations & Downtowns." You'll receive a special Sponsor Party Pack including: 2500 Buy Nearby Weekend Shop 3 Challenge punch cards, 20 posters, 50 balloons, and sidewalk chalk to celebrate the weekend.

## Pit Stop Sponsor | \$250

(3 available, subject to approval)

*\*Eligibility determined by Ultimate Destination Sponsorship location. Pit Stop sponsorship is not available until Ultimate Destination Sponsorship has been claimed.*

Your city will be a "pit stop" on the way to our final destination of our 2025 Roadtrip with the Buy Nearby Guy, including at least 30 minutes spent visiting downtown and local businesses/downtown for photo ops. Your city will be listed on the participating map page under "Participating Destinations & Downtowns" Roadtrip pit stop with the Buy Nearby Guy, and you'll receive social media call-outs as a sponsor. You'll receive a special Sponsor Party Pack including: 1000 Buy Nearby Weekend Shop 3 Challenge punch cards, 10 posters, 25 balloons, and sidewalk chalk to celebrate the weekend.

## Buy Nearby Downtown Sponsors

**Ideal for Chambers, DDAs, CVBs, and others looking to bring statewide awareness to local shopping opportunities.**

## Superior Downtown Sponsor | \$250

(20 available)

As a sponsoring location, your city/logo is listed on the Buy Nearby Weekend map page under "Participating Destinations & Downtowns." You'll receive social media shout-outs as a sponsor. You'll receive a special Sponsor Party Pack including: 2500 Punch cards, 20 posters, 50 balloons, and sidewalk chalk to help you promote and celebrate the weekend.

## Standard Downtown Sponsor | \$100

(50 available)

As a sponsoring location, your city/logo is listed on the Buy Nearby Weekend map page under "Participating Destinations & Downtowns." You'll receive social media shout-outs as a sponsor. You'll receive a special Sponsor Party Pack, including: 2500 co-branded punch cards, 6 posters, 15 balloons, and sidewalk chalk to help you promote and celebrate the weekend.