



Since 1971, the Old Town Merchants and Residents Association (OTMRA) has served as the voice of the Old Town neighborhood advocating city services for businesses and residents, while working in partnership with our local aldermen. The OTMRA relies on membership from area stakeholders to help in their mission of fostering community in Old Town.

# MERCHANT & NON PROFIT MEMBERSHIP BENEFITS

## **MARKETING BENEFITS**

- Listing on OldTownChicago.org
- Business listing in annual Old Town Neighborhood Guide
- Membership rates for Wells Street Art Festival, annual Old Town Neighborhood Guide, and Street Pole Banner Program
- Opportunity to be Featured in a Member Spotlight
- Dedicated posts on OTMRA Social Media
- Ability to place events on OTMRA Community Calendar

## **ORGANIZATION BENEFITS**

- Sponsorship and marketing opportunities
- Discounted registration to OTMRA events for employees
- Inclusion in OTMRA Industry Round Tables, Committees, and Huddles
- Business development and neighborhood services assistance

ANNUAL MEMBERSHIP COST  
MERCHANT: \$300 (\$350 FOR NEW MEMBERS)  
NON-PROFIT: \$100 (\$150 FOR NEW MEMBERS)



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# RESIDENT MEMBERSHIP BENEFITS

## **RESIDENT MEMBERSHIP**

- Free Admittance to the Wells Street Arts Festival
- Old Town Apparel
- Discounted registration to OTMRA events
- Exclusive vouchers/offers/coupons for OTMRA businesses
- Invitations to OTMRA events exclusively for members
- Ability to participate in residential community huddles

## **WHAT IS A COMMUNITY HUDDLE?**

Community Huddles are a new 2020 initiative from the Old Town Merchants and Residents Association to garner feedback from residents on how they want to shape their community. Community Huddles will happen twice a quarter and will consist of discussions on a range of topics impacting our neighborhood.

ANNUAL MEMBERSHIP COST  
RESIDENTS: \$40 (\$50 FOR NEW MEMBERS)



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# RESIDENTIAL BUILDING MEMBERSHIP BENEFITS

This is a new membership that OTMRA is offering based off feedback from residential buildings in the community. If you have any questions or comments, please contact the OTMRA office.

## **RESIDENTS AND STAFF OF THE BUILDING WILL RECEIVE:**

- Discounted registration to OTMRA events
- Discounted rates for admittance to Wells Street Art Festival
- Ability to participate in residential community huddles
- Invitations to OTMRA events exclusively for members
- The option to purchase a full OTMRA membership at a discounted price (\$30)

## **EACH BUILDING RECIEVES THE FOLLOWING MARKETING BENEFITS:**

- Listing on OldTownChicago.org
  - Business listing in annual Old Town Neighborhood Guide
  - Membership rates for Wells Street Art Festival, annual Old Town Neighborhood Guide, and Street Pole Banner Program
  - Opportunity to be Featured in a Member Spotlight
  - Dedicated posts on OTMRA Social Media
  - Event placement on OldTownChicago.org Events Calendar
- Sponsorship and marketing opportunities
- Business development and neighborhood services assistance

ANNUAL MEMBERSHIP COST  
BUILDING: \$350 (\$400 FOR NEW MEMBERS)



# SPONSORSHIP OPPORTUNITIES

The Old Town Merchants and Residents Association hosts different types of events to bring the neighborhood together. Admission prices for events are kept low because of generous sponsorship from area businesses. Please review the sponsorship packages below and consider supporting the OTMRA's mission in creating community here in Old Town.

## SPONSORSHIP BENEFITS

MOST OTMRA EVENTS OFFER THE SAME FOLLOWING BENEFITS,  
WITH DIFFERENT LEVELS OF EXPOSURE.

- Logo and/or name present on marketing materials (Print & Electronic)
- Listing and/or logo on website page, Facebook page, and Eventbrite page
- Opportunity to speak at event or host table\*
- Opportunity to give away items to attendees
- Shout out during event and after event
- List of event attendees post event
- Two tickets to the event for business\*\*
- Possible additional signage at event upon request

\* Might not apply to all theme week programs

\*\* Some events are not ticketed

BENEFITS ARE DESIGNED TO MATCH THE PRICE OF THE  
SPONSORSHIP. ADDITIONAL TIERS OF SPONSORSHIP MAY BECOME  
AVAILABLE CLOSER TO THE EVENT.



# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP COSTS

### **THEME WEEKS** **\$300**

Examples: Old Town Theater Week, Small Business Week, LiveWell Week

### **EXPLORE AND ENGAGE OLD TOWN EVENTS** **\$200**

Examples: Old Town Restaurant Walk, Concierge Night, Crunch & Brunch

### **SOCIAL EVENTS** **\$150**

Examples: Spring Social, Fall Social, Holiday Party, New Member Socials

### **COMMUNITY EVENTS** **\$100**

Examples: Community Huddles, Tree Lighting Ceremony

### **BUSINESS DEVELOPMENT WORKSHOP SERIES** **\$100**

Examples: Marketing Seminars, Industry Round Tables

### **WELLS STREET ART FESTIVAL**

If you are interested in being a sponsor for the Wells Street Art Festival, please contact the OTMRA office by emailing [otmra@oldtownchicago.org](mailto:otmra@oldtownchicago.org).

PRICES ARE DESIGNED TO MATCH THE LEVEL OF EXPOSURE THAT EACH EVENT WILL GIVE YOUR BUSINESS. BUSINESSES WHO OFFER FOOD, SPACE, OR OTHER COLLATERAL FOR EVENTS MAY ALSO EARN A SPONSORSHIP CREDIT.

ADDITIONAL TIERS OF SPONSORSHIP MAY BECOME AVAILABLE CLOSER TO THE EVENT. SPONSORSHIPS MAY BE LIMITED DEPENDING ON EVENT. BUNDLING OPTIONS ARE AVAILABLE UPON REQUEST.