



2019 First Thursday Scavenger Hunt Sponsorship

Our goal for the calendar year 2019 is to rebrand the ArtWalk with a Scavenger Hunt via the StriveOn app. Each First Thursday will have a scavenger hunt that highlights six (6) different businesses in the district by a monthly theme.

The app is free to users and businesses, thanks to a grant from the Boston Main Streets Foundation, and is available on both Apple and Android. Its functionality will serve the district throughout the year. Learn more about StriveOn at www.striveon.io.

Theme suggestions can correlate with the season and holidays. For example:

- February – INDULGE (gifts)
 - March – RENEW (health & body)
 - April – CREATE (art)
 - May – SAVOR (food)
 - June – RELAX (health & body)
 - August – ENJOY (kids)
 - September – FOCUS (school)
 - October – REMEMBER (art)
 - November – FEED (food)
 - December – GIVE (gifts)
- (We do not have First Thursdays events in January or July, due to the holidays.)

When the user finds and visits the business featured in the scavenger hunt, that business will provide a sample, a taste, a free gift or discount with purchase, a 5-minute class, a quick tour, or any number of ways that are available to them to engage the visitor in their business. **If you are interested in being in the Scavenger Hunt, please contact our Executive Director.**

All other First Thursday events WILL BE INCLUDED on the app. The Scavenger Hunt is just one of a number of events that we hope to present on First Thursday. You are encouraged also to continue using the First Thursday a-frames.

Figure 1 - Example of Bus Shelter Posters, at four locations in Jamaica Plain.



Your support is critical to the success of First Thursdays. Help us make this event memorable for Jamaica Plain. As a sponsor, you will be listed in our print media, social media, our website, and email newsletter. Your contribution will fund signage, posters, flyers, advertisements, and fees for our StriveOn app.

You can choose one or more of the following sponsorship levels:

AFRAME FRIEND – \$100

- If you do not yet have a sign, you will receive a new Aframe with updated signs. Signs can be customized with balloons and advertise your events. (There is a limited number of signs remaining.)
- Name/logo featured in on ALL A-Frame signs in the district.



STRIVEON SPONSOR – \$100/Month

- Your business will be a **FEATURED LISTING** at the top of the home screen on the StriveOn app. We will customize an image for your business that links to your listing within the app. This is a limited sponsorship for only three businesses per month.



SCREEN ON THE GREEN SPONSOR: \$650/month

- Name/logo featured on all Screen on the Green promotions and advertising, such as banner, screen preview, press release, and social media marketing.
- Thanked at the Screen on the Green as our sponsor.
- Option of introducing the film in person at Screen on the Green.
- Name/logo featured on the Sponsors page of our website.

FIRST THURSDAY PATRON: \$1000

- Name/logo featured in premier size on ALL A-Frame signs in the district.
- Name/logo featured on all of JPCSMS promotional materials.
- Name/logo included on our StriveOn app First Thursday listing.
- Name/logo featured on the Sponsors page of our website.
- Name/logo featured in our Annual Report.

LEADING PATRON – \$5000

- Thanked at all public events during speech.
- Listed in all press releases to local papers.
- Name/logo featured on all of JPCSMS promotional materials.
- Name/logo included on our StriveOn app First Thursday listing.
- Name/logo featured on the landing page of our website.
- Name/logo featured in our Constant Contacts emails.
- Name/logo featured in monthly newsletter.
- Name/logo featured in our Annual Report.

2019 First Thursday Dates

- Thursday, Feb 7
- Thursday, March 7
- Thursday, April 4
- Thursday, May 2 – Screen on the Green
- Thursday, June 6 – Screen on the Green
- Thursday, July 11 – Screen on the Green

NOT THE 1ST THURSDAY OF THE MONTH – There will be no Scavenger Hunt, due to the Independence Day holiday.

- Thursday, Aug 1 – Screen on the Green
- Thursday, Sept 5 – Screen on the Green
- Thursday, Oct 3 – Screen on the Green

Thursday, Nov 7

SATURDAY, Dec 7 – Holiday Stroll

NO FIRST THURSDAY IN DECEMBER. Holiday Stroll is coordinated with Mayor's Official Tree Lighting at the Monument in Jamaica Plain.

FIRST THURSDAY SPONSORSHIP PLEDGE

Please select your options:



_____ **AFRAME FRIEND: \$100**

_____ **STRIVEON SPONSOR: \$100 per month**
(Please contact us to coordinate.)

_____ **SCREEN ON THE GREEN SPONSOR:**
\$650 per month
(Please contact us to coordinate.)

_____ **FIRST THURSDAY PATRON: \$1000**

_____ **LEADING PATRON: \$5000**

Name

Business

Address

Phone

City/State/Zip

Email

Please make checks out to JP Centre/South Main Streets
and mail check and this form to:

JP Centre/South Main Streets
670 Centre St, Suite 7
Jamaica Plain, MA 02130

We are also able to take credit card payments online. For more information, or if you have any questions, please contact Ginger Brown at director@jpcentresouth.com or (617) 942-2439.