

We are a **NON-PROFIT** organization dedicated to enhancing the image and functionality of downtown by attracting new businesses, residents and visitors.



Join the Downtown Racine Corporation and help us create 80+ events annually, drive marketing, beautify our community, and enhance the district—**together, we make Downtown Racine thrive!**

# *Exclusive* **MEMBER BENEFITS**

## **Standard Membership - \$300/year**

**Promotional Reach:** Gain exposure through our social media network (35,000+ followers)

**Downtown Gift Card Program:** Be part of the program that brought in \$25,000+ in redemptions in 2024!

**Event Participation:** Showcase your business in our signature events:

- First Fridays, Music on the Monument, Saturday Sounds- be a vendor at no cost
- Kris Kringle Tour (Kringles included) • Candy Crawl & Candy Hop (includes candy)
- Limited availability: Beer & Bacon, and Bourbon Walk (+ \$20 fee) Wine Walks • Feast on the Streets

**Advertising Perks:** Access affordable and collaborative advertising opportunities (boater bags, gift guides. etc)

**Discounts:** Save \$25 on Party on the Pavement, and save \$50 on Visitor Guide ads.

**Staff Rewards Program:** Enjoy perks/discounts for you and your staff at other downtown businesses.

**Interactive Events:** Participate in scavenger hunts and the annual window decorating contest.

*New*

## **Premier Membership - \$500/year**

Includes all Standard Membership benefits, plus:

- A display ad on our Events page for 3 months of your choosing (60,000+ annual visitors to our site - \$150 value)
- Discounts: Save \$50 on Party on the Pavement, and save \$75 on Visitor Guide ads.
- 50% off HayMarket (formerly Racine HarborMarket) Vendor fees
- Your logo featured on the homepage of our website under the “Be Sure to Visit” section
- Enhanced visibility and promotions for your business year-round

*New*

## **Platinum Membership - \$750/year**

Includes all Premier Membership benefits, plus:

- A display ad on our Events page for entire year (60,000+ annual visitors to our site - \$600 value)
- Discounts: Save \$75 on Party on the Pavement, and save \$100 on Visitor Guide ads.
- Be a vendor at any of the HayMarkets (formerly Racine HarborMarket) for free.
- Wine Walk, Beer & Bacon, and Bourbon Walk (guaranteed spots and no fees)
- Logo on large sandwich board displayed on Monument Square year-round stating “Be Sure to Visit”

**WHEN YOU SUPPORT US, WE MAKE IT OUR MISSION TO SUPPORT YOU!**



# MEMBERSHIP RENEWAL DUE JAN 15, 2025

- Standard Membership - \$300/year
- Premier Membership - \$500/year
- Platinum Membership - \$750/year

BUSINESS NAME \_\_\_\_\_

BUSINESS PHONE \_\_\_\_\_

CELL PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

- Check Enclosed
- Please call me, I'd like to pay via credit card over the phone



SCAN QR CODE TO PAY  
SECURELY ONLINE OR VISIT:  
[BIT.LY/DOWNTOWNSPONSORSHIP](https://bit.ly/downtownsponsorship)

Send to: Ann Brennan: [ABrennan@racinedowntown.com](mailto:ABrennan@racinedowntown.com)  
or mail to: Downtown Racine Corporation | 425 Main Street | Racine, WI 53403  
262-634-6002

## We value your feedback!

As you renew your membership, let us know how the DRC can better serve you—what you'd like to see more of, less of, event ideas, or any suggestions you have. Your input helps us improve and ensures that your membership remains valuable to you and your business.

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*Thank You!*

\*The Downtown Racine Corporation (DRC) reserves the right to refuse membership to any applicant at its discretion. This policy is in place to ensure that all memberships align with our strategic plans and organizational policies, allowing us to maintain the integrity and purpose of our initiatives.