2027 HDSA PARTNERSHIP GUIDE

Your partnership supports the people, places, and programs that strengthen Snohomish's historic downtown. Choose an annual investment level, tell us what matters to your business, and HDSA staff will help create a recognition plan that fits your goals.

YOUR INVESTMENT AT WORK

$580K+
Event-related spending reported by downtown businesses

13,660+
Parking opportunities freed through the Parking Challenge

30K+
Combined social media followers and newsletter subscribers

1 | CHOOSE YOUR ANNUAL PARTNERSHIP

PARTNERSHIP LEVEL	ANNUAL INVESTMENT	POINTS
Supporting	$250	1
Engaged	$500	2
Sustaining	$1,000	4
Leadership	$2,000	8
Premier	$5,000	20
Legacy	$7,500	30

2 | EXPLORE YOUR RECOGNITION OPTIONS

Every $250 provides one recognition point. Points help guide the recognition opportunities available to your business. HDSA staff will help tailor a package based on your interests, point balance, timing, and available placements.

POINTS	EXAMPLES OF RECOGNITION
1	Shared sponsor acknowledgment or sponsor-list recognition
2	Dedicated social recognition, logo placement, or eligible print placement
3	Newsletter spotlight or initiative specific on-site acknowledgment
8	Lead partner opportunity for an eligible initiative

3 | BUILD YOUR PLAN WITH US

Choose a level • Select your preferred initiatives • Confirm a customized recognition plan with HDSA

Your contribution supports HDSA's full year-round mission. Your custom recognition plan will determine where your business is highlighted according to your selected preferences.

WHERE YOUR BUSINESS CAN BE RECOGNIZED

Explore the initiatives where your business can be featured. Each offers different recognition opportunities; HDSA staff will help select placements that fit your business and available points based on your interest.

BUSINESS & DISTRICT SUPPORT

Property Improvement Grants
Support façade restoration, preservation, entryways, windows, and fire-safety improvements.

Business Improvement Grants
Help businesses invest in technology, equipment, displays, websites, and operations.

Beautification & Safety
Support cleanups, flowers, lighting, art, seating, crossing flags, and neighborhood watch.

Downtown Map
Print and distribute an annual map highlighting shops, attractions, and wayfinding.

SEASONAL TRADITIONS

Holiday Open House
Kick off the season with storefront displays, lights, treats, and promotion.

Winterfest
A three-day tradition featuring gingerbread, ice sculpting, tours, art, music, and more.

Winter Solstice Walk & Luminaries
Gather along the riverfront for a free, reflective seasonal tradition.

COMMUNITY EXPERIENCES

Community Picnic
Bring neighbors together for a free gathering with food, games, and activities.

Outdoor Movie Nights
Two free, all-ages outdoor movies at the Snohomish Carnegie with local partners.

Spring Pop-Up
Connect downtown storefronts with local makers for a collaborative shopping event.

Two Twelves
Celebrate the downtown clock and local history with activities and entertainment.

Roper Romp
Bring costumed “Helens” downtown for themed food, drinks, and community fun.

COMMUNITY STORYTELLING

Snohomish Storytellers
Share the stories of local owners, residents, historians, and community partners.

EXAMPLES OF BENEFITS IN ACTION

For example: a Downtown Map partner would receive logo placement in print; a Snohomish Storytellers partner can elect for “in episode” acknowledgment; featured signage or event promotion for an event partner. Opportunities vary by initiative, season, and point allocation.

LET’S BUILD YOUR PARTNERSHIP

Complete the short online partnership form and tell us what interests you. Our team will follow up to build your custom plan.