



2027 Business Partnership Program

Choose the downtown work that matters to you. Your partnership strengthens all of HDSA.

ONE POINT = \$250 | Purchase points once each year, then use them for recognition across the initiatives you choose.

1. SELECT YOUR ANNUAL PARTNERSHIP

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

2. CHOOSE HOW TO USE YOUR POINTS

POINTS	RECOGNITION BENEFIT
1	Name listing on an initiative sponsor page or recognition list
1	Shared sponsor thank-you post on HDSA social media
1	Shared sponsor-recognition block in one HDSA newsletter
2	Logo on an initiative webpage or digital event listing
2	Logo on one printed promotional item, when available
2	Dedicated HDSA social media acknowledgment
3	Dedicated newsletter spotlight with logo and short message
3	On-site logo/signage/product or verbal event acknowledgment, when applicable
8	Lead partner package for one initiative; limited availability

3. SELECT THE INITIATIVES YOU WANT TO STAND BEHIND

☐ Property Improvement Grants	☐ Outdoor Movie Nights	☐ Winterfest
☐ Business Improvement Grants	☐ Spring Pop-Up	☐ Holiday Open House
☐ Beautification and Safety	☐ Two Twelves	☐ Snohomish Storytellers Podcast
☐ Downtown Map	☐ Roper Romp	☐ Locals Only
☐ Community Picnic	☐ Winter Solstice Walk & Luminaries	

READY TO PARTNER?

Choose a level, select your preferred benefits and initiatives, and connect with the HDSA team to confirm availability.

Recognition selections guide where your name and logo appear; all partnership funds support HDSA's year-round mission and full body of work. Wine Walk sponsorship and the Main Street Tax Credit Incentive Program are offered separately.

WHAT YOUR POINTS CAN SUPPORT

Choose the initiatives most meaningful to your business and community.

BUSINESS AND DISTRICT SUPPORT

Property Improvement Grants

Supports façade restoration, landscaping, doors, windows, entryways, preservation work, and preventive investments such as fire-safety improvements that protect downtown properties and uplift the district.

Business Improvement Grants

Helps businesses increase capacity through equipment, technology, websites, point-of-sale systems, lighting, displays, and other practical operational investments.

Beautification and Safety

Supports flower baskets, landscaping, lighting, public art, seasonal décor, banners, seating, placemaking, clean-up efforts, pedestrian crossing flags, and the downtown neighborhood watch program.

Downtown Map

Produces and widely distributes an updated annual printed map featuring downtown shops, local attractions, points of interest, and wayfinding information.

COMMUNITY EXPERIENCES

Community Picnic

A free, family-friendly gathering with local food, games, memorabilia, and activities that help residents meet their neighbors and build stronger community connections.

Outdoor Movie Nights

Two free, all-ages movie nights at the Snohomish Carnegie, produced with local partners and featuring concessions, entertainment, and movies under the stars.

Spring Pop-Up

Downtown businesses host local artisans and makers for a collaborative shopping experience that expands downtown offerings, attracts hundreds of visitors, and introduces emerging businesses.

Two Twelves

Inspired by the downtown clock and its two number 12s, this founders-day-style celebration features special activities, entertainment, local traditions, and Simply Snohomish community pride.

Locals Only

Quarterly themed nights give residents insider deals, Art Walk partnerships, games, trivia, scavenger hunts, and new reasons to explore participating downtown businesses.

Roper Romp

Approximately 500 costumed Helens take over downtown for this free, adults-focused celebration featuring special drinks, food promotions, music, trivia, games, scavenger hunts, and themed art.

SEASONAL TRADITIONS

Holiday Open House

The official kickoff to the downtown holiday season, with treats, lights, decorated storefronts, window displays, cozy experiences, and broad regional promotion.

Winterfest

A three-day, family-friendly celebration featuring gingerbread activities, ice sculpting, the Reindeer 5K, Parlour Tours, Santapalooza, community art, luminary classes, carolers, lights, and window-display contests.

Winter Solstice Walk and Luminaries

A free, cherished riverfront tradition drawing thousands for a quiet evening of reflection that honors the seasonal turning point toward returning light.

COMMUNITY STORYTELLING

Snohomish Storytellers Podcast

Hyperlocal conversations celebrate the people who shape Snohomish and show how residents, businesses, civic leaders, farmers, historians, planners, and community partners sustain a thriving downtown.

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