



 BARRACKS
ROW ★ ★ ★
MAIN STREET
CAPITOL HILL

2019 EVENT season



For the past twenty years, Barracks Row Main Street has worked tirelessly to preserve and enhance Capitol Hill’s historic 8th Street, SE, commercial corridor and to revitalize its business community. The group’s focus is the five blocks of 8th Street that stretch south from Pennsylvania Ave S.E. to the Washington Navy Yard along M Street, S.E.

Barracks Row Main Street was chartered by the National Trust for Historic Preservation’s Main Street program in 1999, thanks to a group of Capitol Hill residents and business leaders who were concerned about the state of disrepair on the oldest commercial corridor in the nation’s capitol. Crumbling sidewalks were replaced with brick pavers, American Elms were planted, and historic black-iron “Washington Globe” street lights installed. In 2005 Barracks Row Main Street won the prestigious “Great American Main Street” award.

Barracks Row Main Street, with the help of generous sponsors, produces a number of events each year to promote the corridor and the Main Street program’s supporters to the Capitol Hill neighborhood and the rest of the greater Washington DC metropolitan area. Read more about each of our events on these pages.



TASTE OF 8TH

WHY BE A TASTE OF 8TH SPONSOR?

The Taste of 8th has evolved in recent years to one of the largest, most celebrated and well-attended restaurant tasting events in the DC metro area. Last year, over 5,000 tickets were sold to residents from all over the city who enjoyed food from over 20 Barracks Row restaurants at an event covered widely in local media and blogs. The first major event of the season, Taste reaches a valuable demographic of District residents who enjoy new culinary experiences and local flavors. Sponsors directly reach these people with their message.

EVENT SPONSORSHIP LEVELS

SIGNATURE SPONSOR: \$7,500

In addition to the benefits provided to Platinum Sponsors, the Signature Sponsor receives a complimentary tent and booth space at Taste of 8th Headquarters, four volunteers to man the booth and palmcard with information about their organization to ticketholders in line, an article about their organization in the Hill Rag newspaper, an 8' x 3' banner at the event, and a half-page ad in the Washington Post Express highlighting their support of the event and the street.

PLATINUM SPONSORS: \$5,000

In addition to the benefits of Event Sponsors, Platinum Sponsors receive table space at Taste of 8th Headquarters, and two volunteers to man the table or palmcard with information about their organization to ticketholders in line and a 5' x3' banner at the event.

EVENT SPONSORS: \$2,500

In addition to the benefits provided to Community Sponsors, all Event Sponsors receive signage at Taste of 8th Headquarters, where all tickets are sold and picked up, an article in the BRMS newsletter highlighting the product or initiative of their choice, and logo placement on the event banner placed on Barracks Row two weeks before the event and prominently displayed at Taste of 8th Headquarters.

COMMUNITY SPONSORS: \$1,000

Community sponsorships are limited to residents and businesses on Capitol Hill. All sponsors receive logo placement in advertising, signage, the BRMS website, and extensive social media promotion.

SPECIALTY SPONSORS

TICKET SPONSOR \$3,000:

The ticket sponsor receives a unique opportunity to place a coupon or message on the back of the Taste of 8th Ticket stub. Most attendees purchase a package of five tickets, so this provides five opportunities to reach ticket buyers.

HOW TO PARTICIPATE

Sponsor today by calling us at 202.544.3188 or by emailing Tasteof8th@barracksrow.org



EVENT DATE:
04.27.19



SPONSORSHIP DEADLINE:
04.05.19



BARRACKS ROW MAIN STREET ANNUAL MEETING MARCH 13, 2019



Join Barracks Row Main Street as we kick off springtime on the Row and lay out our path for the upcoming year while celebrating the accomplishments of the Main Street program from 2018 and early 2019. This meeting of business owners, landlords, and citizens is a key launch of the year's events - all welcome as invited guests.

The Annual Meeting is a free evening event hosted in March at an 8th Street business with food, beer and cocktails for members of the Barracks Row and Capitol Hill community.

SPONSORSHIPS

MEETING SPONSOR: \$2,500 (one available)

The Event Sponsor receives recognition in all advertisements, the BRMS website, the Barracks Row Main Street 2018 Annual Report, and through social media, in addition to signage and verbal recognition at the event. Additional marketing opportunities, such as drink coasters or a specialty namesake cocktail, are also available.

ANNUAL REPORT SPONSOR: \$3,500 (one available)

The Annual Report Sponsor is credited in the Barracks Row Main Street Annual Report as the contributor that makes the design and printing of the publication possible. In addition, the Annual Report sponsor is recognized on our website, through social media, and of course at the event itself. The Annual Report is used year-round to promote Barracks Row, the Main Street program, our small and local businesses, and business owners, in addition to being a lasting recognition of all of the companies, agencies, businesses, organizations, and individuals whose financial support helps to keep the program running smoothly.



BARRACKS ROW 4TH OF JULY PARADE



Join Barracks Row Main Street as we celebrate our nation's Independence Day at Naval Lodge No. 4's Fourth of July Parade. This fun, festive parade heads north on Barracks Row from the Navy Yard and culminates at the Eastern Market Metro Plaza. Barracks Row Main Street provides refreshments to parade participants and promotes the event city-wide.

SPONSORSHIP

EVENT SPONSOR: \$2,500 (one available)

The Event Sponsor receives recognition in all advertisements, web presence, and social media outreach and other promotional materials, and table space in front of the Barracks Row Main Street program office during the parade. Of course, Event Sponsors are also always welcome to build a float to display in the parade as well to show support for the neighborhood!





THE DEER HOUSE

GARDEN PARTY

EVENT HIGHLIGHTS

- **June 5th, 2019 (tentative date)** - From 6:00-8:00pm on Capitol Hill
- **Sample** gourmet dishes from five Capitol Hill restaurants and meet the chefs behind the recipes
- **Meet** invited dignitaries and government leaders living and working on Capitol Hill
- **Mingle** with your friends and neighbors

VALUE OF SPONSORSHIP

- **Support** a vibrant Capitol Hill community
- **Increase** awareness of your organization with a diverse group of Capitol Hill residents
- **Connect** with key decision-makers in an informal setting
- **Share** tickets to a one of a kind event with your best customers and clients

Sponsorship Level / Price / What You'll Receive

Please check the box indicating your selected level of sponsorship, and return this form along with a check to **Barracks Row Main Street, 731 8th St., SE, Washington, DC 20003** or buy online at www.barracksrow.org. For more information, contact Martin Smith at 202 544 3188

<input type="checkbox"/>	DESIGNER \$5000	25 tickets	Logo and special mention in the program Logo on event poster board
<input type="checkbox"/>	GARDENER \$2500	15 tickets	Logo and listing in the program Logo on event poster board
<input type="checkbox"/>	NEIGHBOR \$1000	10 tickets	Listing in the program
<input type="checkbox"/>	FRIEND \$500	6 tickets	Listing in the program

name _____ company _____

email _____ phone _____

WHAT IS BARRACKS ROW MAIN STREET?

A non-profit organization focused on revitalizing 8th Street SE as a vibrant commercial corridor reconnecting Capitol Hill to the Anacostia River. Chartered by the National Trust for Historic Preservation's Main Street program in 1999, the group revitalized 8th Street SE, taking it from an under-used commercial strip in disrepair to winning the 2005 "Great American Main Street" national award for excellence.



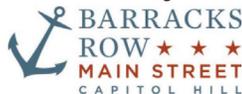
Sponsorship Deadline is June 1st. Individual tickets start at \$125 and are available at www.barracksrow.org

Because everyone needs fresh ideas for the holiday table

Learn culinary skills from Capitol Hill area chefs and businesses

culinary EDUCATION crawl

Sponsored and hosted by:



During the 2016 Barracks Row Culinary Education Crawl, 8th Street and the surrounding neighborhoods become a cooking school campus and students can sign up for as many classes that week as they want - exactly like they did in college.

Classes offered between November 10th and 16th!
8:30 a.m. to 7:00 p.m.

view class listings and buy tickets online at www.barracksrow.org
All Classes convenient to Eastern Market, Capitol South or Navy Yard Metros. For more information, call 202-544-3188

Past participants have included:



WHY BE A CULINARY EDUCATION CRAWL SPONSOR?

The Culinary Education Crawl has rapidly grown to become one of the most popular events of the year - in fact, beginning in 2013, there have often been two Crawls annually to keep up with demand. Dozens of classes are offered at Barracks Row restaurants where customers can learn directly from their favorite chefs how to make the dishes they serve. Like the Taste of 8th, the Crawl reaches a valuable demographic of District area residents who enjoy new culinary experiences and local flavors. Sponsors directly reach these people with their message.

EVENT SPONSORSHIP LEVELS

SIGNATURE SPONSOR: \$5,000

In addition to the benefits provided to Platinum Sponsors, the Signature Sponsor receives a direct message emailed to all ticket purchasers to promote their products and services, a 6' x 3' banner at the event, and a quarter-page ad in the Washington Post Express highlighting their support of the event and the street.

PLATINUM SPONSORS: \$2,500

In addition to the benefits of Event Sponsors, Platinum Sponsors receive one volunteer for four hours each day of the event to distribute information about their organization and a 4' x 2' banner at the event.

EVENT SPONSORS: \$1,000

All Event Sponsors receive logo placement in advertising, signage, the BRMS website, extensive social media promotion, an article in the BRMS newsletter highlighting the product or initiative of their choice, and logo placement on the event banner.



BARRACKS ROW fall festival

ON CAPITOL HILL ★★ ★ SPONSORSHIPS

WHY BE A FALL FESTIVAL SPONSOR?

Be a part of Barracks Row's signature annual event, the Barracks Row Fall Festival on Capitol Hill. With attendance estimated at over 10,000 people throughout the day, this is your chance to get your message out to Capitol Hill's valuable demographic. The festival features the Annual Military Chefs Competition, tours of The Home of the Commandants, sword fights and readings from the Shakespeare Theatre, acrobatic performances from the Trapeze School of New York, and a kids area that includes a Petting Zoo. The finale is a performance by the world famous Marine Corps Silent Drill Platoon. The midway is surrounded by our famous Barracks Row Restaurants. Pull up to a patio table, order lunch and watch the scene unfold.

CORPORATE SPONSORSHIP LEVEL

SIGNATURE SPONSOR: \$10,000 (one available)

In addition to the benefits provided to Platinum Sponsors, the Signature Sponsor will have a prominent banner featuring them at the Center Stage at 8th and G Streets. Signature Sponsors also receive two all-day volunteers to assist with on-site promotion efforts.

PLATINUM SPONSOR: \$5,000 (six available)

In addition to what is provided for Event Sponsors, Platinum Sponsors also receive two additional hours of volunteer support and repeated mentions by the emcee at Center Stage throughout the day of their support of the event.

EVENT SPONSOR: \$2,500 (three available)

Event Sponsors receive a complimentary tent and booth space at the Festival, in addition to priority placement near the event stage. Event Sponsors also get a volunteer to help for two hours at the event passing out flyers or manning booth space. All sponsors receive logo placement in advertising, yard signs, the BRMS website, and extensive social media promotion.

YOUR SUPPORT IMPROVES THE NEIGHBORHOOD

Funds raised through this event directly support Barrack Row Main Street, the group bringing you:

Clean, Beautiful and Safe Streets: Significant support of the "men in blue" or the Business Improvement District (BID) Litter Clean Team. In addition, improving and restoring historic facades, more trees and flowers, improved lighting and increased walk-through pedestrian traffic.

Building a Better Community with Convenience and Ease:

Improving livability by balancing retail, development and residential needs. Active economic development efforts to bring new restaurants and shops to the Row. Monitoring the neighborhood's "quality of life" issues such as parking and noise.

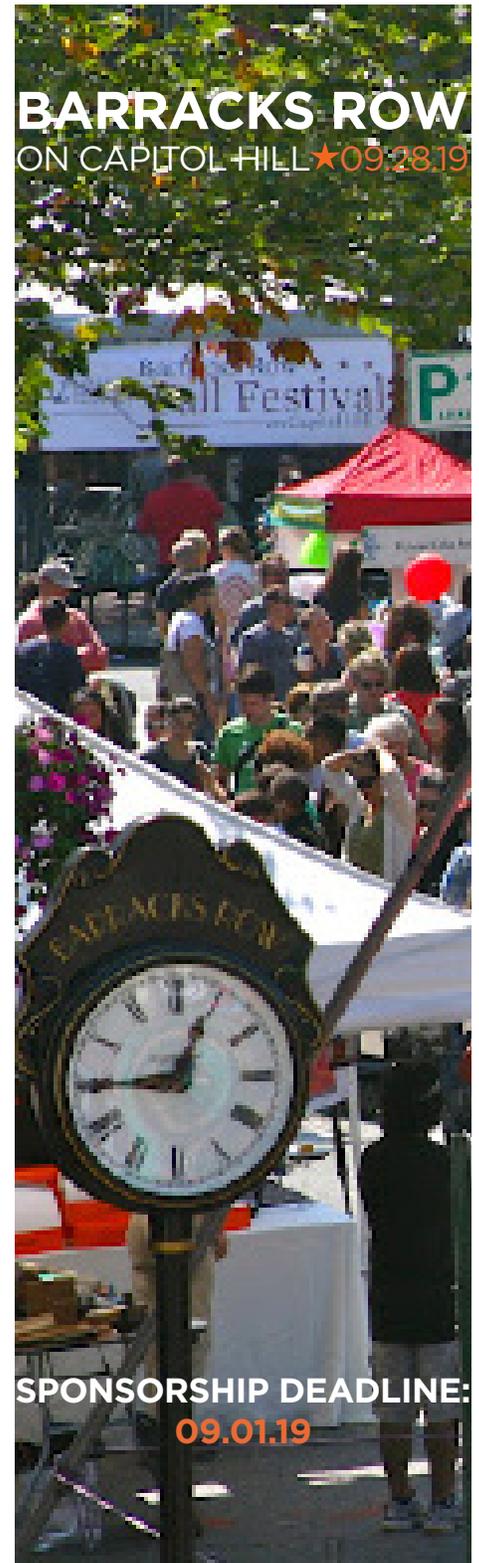
Historic Preservation: Of murals, facades, and other historic treasures found in the 8th Street buildings.

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HOW TO PARTICIPATE

Please sponsor today by calling us at 202-544-3188 or visiting us at www.barracksrow.org or email us at fallfestival@barracksrow.org.



**SATURDAY
DEC 14**

1:30-3:30 PM

**AT TAOTI CREATIVE
530 8TH STREET SE**



SANTA ARRIVES ON 8TH STREET

Do you know what you want for Christmas? Tell Santa- he wants to know, too! Free photos of kids and pets with Santa for parents to download. Complimentary Hot Chocolate, Coffee and Snacks.

Santa will be accepting donations for **Toys for Tots!** Bring an unused toy and help those **in need.**



WHY BE A SANTA SPONSOR?

Santa Arrives on 8th Street is the “feel good” event of the Barracks Row Holiday season. Santa is delivered to Barracks Row by fire truck and children from the neighborhood sit on his lap to pose for photos and share their Christmas list. Starbucks provides hot chocolate for the little ones and coffee for the adults.

The event is free to participate in, but all parents are asked to bring gifts for the USMC Toys for Tots program - *half of all sponsorships will go to support this worthy cause as well.* Sponsors of this event will be participating in an event for Capitol Hill families that helps families nationwide.

EVENT SPONSORSHIP LEVELS SIGNATURE SPONSOR: \$10,000

In addition to the benefits provided to Platinum Sponsors, the Signature Sponsor receives a complimentary tent and booth space at Santa’s Workshop, two volunteers to man the booth and palmcard with information about their organization to participants in line, a banner at the event, and a half-page ad in the Washington Post Express highlighting their support of the event and the street. In addition, a check in their honor for \$5,000* will be presented to the Toys for Tots program.

PLATINUM SPONSORS: \$5,000

In addition to the benefits of Event Sponsors, Platinum Sponsors receive a table at Santa’s Workshop and a banner at the event. In addition, a check in their honor for \$1,500* will be presented to the Toys for Tots program.

EVENT SPONSORS: \$2,500

In addition to the benefits provided to Community Sponsors, all Event Sponsors receive signage at Santa’s Workshop, and an article in the BRMS newsletter highlighting the product or initiative of their choice. Includes a \$1,000* check in their honor to support Toys for Tots.

COMMUNITY SPONSORS: \$1,000

Community sponsorships are limited to residents and businesses on Capitol Hill. All sponsors receive logo placement in advertising, signage, the BRMS website, and extensive social media promotion. Includes a \$250* check in their honor to support Toys for Tots.

* Can be substituted with toys of the same value at the sponsors request for use in photographs.

HOW TO PARTICIPATE

Sponsor today by calling us at 202.544.3188 or by emailing martin@barracksrow.org