



# BECOME A 3<sup>rd</sup> THURSDAY 2011 DOWNTOWN PARTNER

Join as an active partner for all six 3<sup>rd</sup> Thursdays **May through October 2011**, benefit from the thousands of people coming to downtown Pittsfield afterhours to eat, shop, & play!

Your participation ensures that 3<sup>rd</sup> Thursdays continues to be an active, successful community event benefiting businesses, arts organizations, and downtown revitalization! Choose one of two options below:

☐ **3<sup>rd</sup> Thursdays Lead Partner (\$1,000) Less than \$167 a month for marketing that will reach hundreds of thousands of eyes through print media, online, and print collateral!** Your business' name will be featured on:

- 200 full-color 11"x17" posters
- ALL print ads
- The front AND back of 20,000 rack cards distributed to hundreds of locations throughout the county
- The 3<sup>rd</sup> Thursdays webpage
- Tens of thousands of 3<sup>rd</sup> Thursdays monthly flyers.

☐ **3<sup>rd</sup> Thursdays Downtown Partner (\$250) Less than \$42 a month to be part of 3<sup>rd</sup> Thursdays for 6 months & reach tens of thousands of eyes!**

Your business will be featured on:

- The map on 20,000 3<sup>rd</sup> Thursdays rack cards distributed to hundreds of locations throughout the county
- The 3<sup>rd</sup> Thursdays webpage
- Tens of thousands of monthly 3<sup>rd</sup> Thursdays flyers every month for six months.

**Please fill out the attached form to become a valued Downtown Partner**

Checks should be made out to Downtown Pittsfield Cultural Assn & mailed to or dropped of at Lichtenstein Center for the Arts, 28 Renne Ave, Pittsfield, MA 01201. Or CALL 499-9348 or email Sarah at [sfitzgerald@pittsfieldch.com](mailto:sfitzgerald@pittsfieldch.com) to have your payment picked up!

The DEADLINE for responding is **Friday, April 1.**  
We look forward to hearing from you!

**Mark your calendar:** This Season's Dates - More info to follow:

- |           |                |
|-----------|----------------|
| • May 19  | • August 18    |
| • June 16 | • September 15 |
| • July 21 | • October 20   |



**YES! I want to be a 2011 Downtown Partner**

**Please check one:**

- 3<sup>rd</sup> Thursdays Lead Partner (\$1,000)**
- 3<sup>rd</sup> Thursdays Downtown Partner (\$250)**

**Please provide the following information:**

**Business name (as you wish it to appear on promotional materials):**

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**Store/restaurant address:** \_\_\_\_\_

**Contact person:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**3<sup>rd</sup> Thursday Flyer Listing (25 words or less):** Let us know how you would like to be listed on the monthly 3<sup>rd</sup> Thursday Flyer. Each month you will have the opportunity to change this information to reflect your current happenings, sales, and or specials in conjunction with 3<sup>rd</sup> Thursday's.

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**Unless you make a request to be contacted by phone, email will be the preferred form of contact for 3<sup>rd</sup> Thursday information. Therefore please provide the best email address to reach your contact person so you may stay informed and up to date with 3<sup>rd</sup> Thursday happenings and advertising deadlines.**

- Please contact me by:** \_\_\_\_\_

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