



2026
BUSINESS
MEMBERSHIP
PROGRAM





When Old Town thrives, we all thrive.

Friends of Old Town is a community-driven nonprofit dedicated to strengthening Old Town Winchester through events, placemaking, and business support.

**Invest in the heart
of Winchester**





WHY FRIENDS OF OLD TOWN EXISTS

Old Town is the heart of Winchester.

It's where our community gathers.

It's where small businesses take risks.

It's where culture, history, food, music, and connection all come together.

Friends of Old Town exists to keep that heart beating.

We work year-round to:

- Produce high-impact community events like Celtic Fest, HalloWinchester, First Fridays, and seasonal activations
- Promote and market Old Town businesses
- Invest in placemaking and public art
- Support economic vitality and business growth
- Bring residents, visitors, and entrepreneurs together

**We are not just event producers.
We are community builders.**



Friends of Old Town creates meaningful visibility and foot traffic throughout the year.

OUR REACH & IMPACT



Community Engagement

- 10+ major events annually
- Thousands of attendees across signature events
- Growing volunteer network supporting activations year-round

Digital Reach

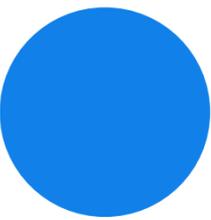
Our marketing actively promotes Old Town businesses, events, and initiatives to a highly engaged and expanding audience.

- 5,000+ Facebook followers
- 1,100+ Instagram followers
- 2,068,154 Facebook views in the past year
- 67% of Facebook views from non-followers — expanding beyond our existing audience
- 129,985 Instagram views in the past 3 months

Business Impact

- Dozens of businesses participate in activations annually
- Events strategically scheduled to drive traffic during slower months
- Ongoing collaboration with the City and EDA to strengthen downtown vitality

When you become a Friend of Old Town, your business becomes part of that momentum.



WHY BECOME A FRIEND OF OLD TOWN?



A strong downtown doesn't happen by accident.

It takes coordination.

It takes investment.

It takes businesses who care about more than their own storefront.

When you join our Business Membership Group, you are:

- Aligning your brand with the energy and vibrancy of Old Town
- Supporting events and programming that increase foot traffic
- Investing in long-term economic vitality
- Demonstrating visible commitment to the community

This is not just sponsorship.

**This is partnership in shaping the future of
Old Town.**

2026

BUSINESS MEMBERSHIP LEVELS

COMMUNITY SUPPORTER

\$1,000 annually

For businesses who want to show visible, year-round support for Old Town.

Benefits include:

- Recognition as a Friend of Old Town Business Member on our website
- Social media welcome post
- Inclusion in annual thank-you graphic
- "Proud Friend of Old Town" window decal
- Recognition in annual report

COMMUNITY LEADER

\$2,500 annually

For businesses investing in Old Town's continued growth and activation.

Includes all Supporter benefits plus:

- Quarterly social media spotlight
- Logo placement on Business Membership webpage
- Recognition at one signature event of choice
- Inclusion in sponsor signage at public community forums

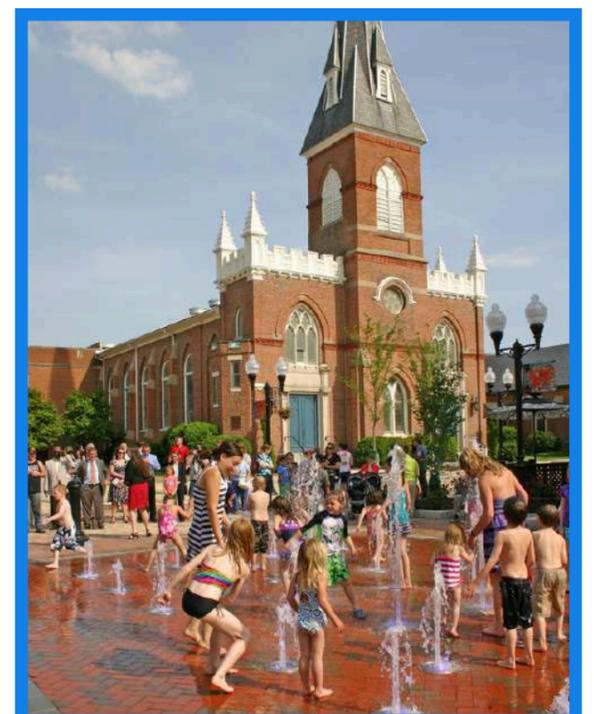
COMMUNITY CHAMPION

\$5,000 annually

For businesses helping shape the future of Old Town.

Includes all Leader benefits plus:

- Featured spotlight post and story feature
- Recognition across multiple signature events
- Priority consideration for co-branded initiatives
- Prominent website recognition





MEMBERSHIP VS. EVENT SPONSORSHIP

Business Membership is a year-round investment in Old Town.

Event Sponsorship remains available for businesses looking to support specific activations.

Many of our strongest partners choose to do both.

Sponsorship supports individual moments.

Membership supports the mission.

Together, they build a stronger downtown.

LET'S BE FRIENDS.



BECOME A FRIEND OF OLD TOWN

Old Town doesn't thrive on its own.

It thrives because businesses choose to invest in it.

We invite you to join a growing group of businesses committed to strengthening the heart of Winchester.

Let's build something lasting — together.

Brady Cloven

Executive Director

Friends of Old Town

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FriendsOfOldTown.org