



EFFECTIVE DATE: 2-21-2024

Main Street Gardnerville Program Corporation Policies and Procedures

SUBJECT: PARTNERSHIP POLICY

Any business, individual, educator, student, professional, or organization interested in supporting the revitalization efforts of Main Street Gardnerville shall be eligible for partnership as detailed below.

Main Street Gardnerville is a non-partisan organization that remains neutral on social, political, religious, and controversial issues. MSG reserves the right to decline to share any posts requested by business Partners that fall within these categories on their social media platforms.

Main Street Gardnerville does not discriminate against any individual or group based on race, color, religion, national origin, age, sex, disability, or any other protected status. Main Street Gardnerville has a zero-tolerance policy on discrimination and will not knowingly support or patronize any individual or group that discriminates.

Main Street Gardnerville Partnership Options:

1) Standard Business Partnership:

Standard: \$100

Double Impact: \$250

Community Champion: \$500

Standard Partnership Benefits:

- Inclusion on the online and mobile interactive District Map
- Inclusion in Monthly Email Newsletter and Blog (Biz Blast) *Businesses must provide content.
- Participation in Third Thursdays Wine Walks (May through September)
- Access to Main Street Gardnerville's Social Media followers. Businesses can submit event flyers to be posted at the kiosk or ask us to share their social media post*. *SEE SOCIAL MEDIA POLICY
- Access to exclusive information from the National Main Street Center and Nevada State Main Street.

Partnership Schedule: Standard business partnerships are good for one (1) calendar year starting on January 1st and ending on December 31st.

Standard Partnership information is located online at:

www.mainstreetgardnerville.org/annual-events/partnerships-registrations/become-a-partner-business/

2) Key Business Partnerships:

Platinum Partner: \$5,000

Gold Partners: \$2,500

Silver Partners: \$1,000

Key Partnership Benefits:

Platinum Key Partner: \$5,000.00 (In addition to standard Partnership benefits)

- Increased company awareness in the community and invitation to Façade Grant Improvement ribbon-cutting events.
- Company logo with prime display on MSG website.
- The company location and logo are displayed on the MSG online interactive map.
- The company logo is printed on yearly window clings to be showcased in Main Street businesses. (Window Clings will be updated and printed in early March)
- Company logo will be prominently displayed at the top of all community Biz Blasts.
- Includes Partnership acknowledgments at all four **(4) MSG signature fundraising events**: Main Street run series: CV Days 5k Classic, Freedom 5k, Oct 5k Pink Run, AND Fall Festival.

Donation breakdown:

- \$2,500 Partnership Contribution
- \$1,000 Fall Festival sponsorship
- \$500 CV Days Classic Sponsorship
- \$500 Freedom 5k Sponsorship
- \$500 Paint it Pink Run Sponsorship

Gold Partner: \$2,500 (In addition to standard Partnership benefits)

- Increased company awareness in the community and invitation to Façade Grant Improvement ribbon-cutting events.
- Company logo with prime display on MSG website.
- Company location and logo displayed on MSG online interactive map.
- Company logo printed on yearly window clings to be showcased in Main Street businesses. (Window Clings will be updated and printed in early March)
- Includes Partnership acknowledgments at two **(2) MSG signature fundraising events**: Main Street run series: CV Days 5k Classic, Freedom 5k, Oct 5k Pink Run, OR Fall Festival. Partner to select events they wish to Partner.

Donation breakdown:

- \$1,500 Partnership Contribution
- \$500 Business to select (2) two: Fall Festival sponsorship, CV Days Classic Sponsorship, Freedom 5k Sponsorship, OR Paint it Pink Run Sponsorship

Silver Partner: \$1,000 (In addition to standard Partnership benefits)

- Increased company awareness in the community and invitation to Façade Grant Improvement ribbon-cutting events.
- Company logo with prime display on MSG website.
- Company location and logo displayed on MSG online interactive map.
- Includes Partnership acknowledgments at one **(1) MSG signature fundraising events**: Main Street run series: CV Days 5k Classic, Freedom 5k, Oct 5k Pink Run, OR Fall Festival. Partner to select the event they wish to Partner with.

Donation breakdown:

- \$750 Partnership Contribution
- \$250 Business to select (1) one: Fall Festival sponsorship, CV Days Classic Sponsorship, Freedom 5k Sponsorship, OR Paint it Pink Run Sponsorship

Upon signing up as a Partner, an announcement of your partnership will be posted on Facebook, and partnership benefits will be made available in a reasonable time.

The business representative or individual who signs up to become a Main Street Gardnerville Partner is responsible for renewing the partnership.

Partnerships are non-refundable and non-transferable.

Partnerships are valid concurrent with the fiscal year, January 1st through December 31st. Renewals are due annually and subject to the current fees as established and amended from time to time by the Main Street Gardnerville Board of Directors. Partnerships shall have a 30-day grace period for renewal, after which the partnership expires, and the business or person(s) is removed from the active partnership role. Partnership renewals may be paid by cash, credit card, or check made to *"Main Street Gardnerville."*

Any increase in partnership dues is subject to review and determination by the Board of Directors, and all Partners will be duly notified if an annual increase for the following year is deemed applicable and appropriate.

Standard Business Partners are not guaranteed entry into Main Street Gardnerville functions or events that require admission or submission of an application to participate. Applications are taken in date and time order and are processed on a first-come, first-serve basis. Main Street Gardnerville fully supports free speech and freedom of creative expression but reserves the right to ban or remove any illegal, discriminatory, hateful, political, or offensive material in any advertisements, printed material, or online posts.

The Board of Directors, by an affirmative quorum vote of all the members of the Board, may suspend or terminate a Partner with or without cause at a meeting whose notice shall include such proposed suspension or termination. Written notice to the person subject to the vote shall be provided 14 days before the meeting to allow the Partner an opportunity to be heard.

Further, Main Street Gardnerville reserves the right to remove any listings or advertisements in either online form and/or printed form, cancel any event or function reservations, and withhold any Partner benefits or privileges for failure to pay dues or other outstanding invoices due to Main Street Gardnerville. These benefits or privileges can be reinstated by bringing dues current but do not guarantee reinstatement in a Main Street Gardnerville function.

Any Partner may resign by filing a written resignation with the Main Street Gardnerville office. Still, such resignation shall not relieve the Partner resigning of the obligation to pay any dues, assessments or other charges theretofore accrued and unpaid, and written notification must be received by Main Street Gardnerville at: 1407 US Highway 395 North, Gardnerville, NV 89410, along with any signage.

Each Partner is responsible for contacting Main Street Gardnerville with any changes/updates to partnership information.

For any questions regarding our partnership policies, please email info@mainstreetgardnerville.org or contact the Main Street Gardnerville office at (775) 782-8027.