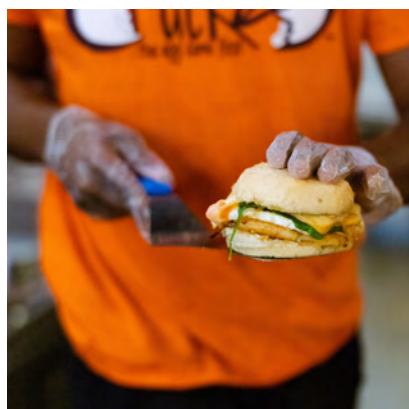




CHAMPAIGN CENTER PARTNERSHIP



PARTNERSHIP GUIDE



WELCOME TO THE CHAMPAIGN CENTER PARTNERSHIP!

Better known as the CCP, we are the local non-profit business association serving Champaign's Downtown, Midtown, and Campustown neighborhoods. Our mission is to foster a **VIBRANT, INVITING, and ACTIVE** Champaign core by strengthening business and building community.

WE SUPPORT AND CONNECT SMALL BUSINESSES AND ENHANCE CHAMPAIGN'S CORE NEIGHBORHOODS.



We **SUPPORT** local businesses and organizations with resources in marketing, promotion, information, education, and advocacy.



We **CONNECT** businesses, organizations, and residents to encourage community and belonging in our core neighborhoods.



We **ENHANCE** the core neighborhoods of Downtown, Midtown, and Campustown with collaborative events, programs, and services.

TOGETHER, WE HELP SMALL BUSINESSES:



GROW YOUR BUSINESS

- + FREE radio spots
- + Discounted advertising
- + Free workshops
- + Discounted printing



INCREASE VISIBILITY

- + 14k+ social media followers
- + 2k+ newsletter subscribers
- + 9 district kiosk maps
- + Tools to improve SEO



CONNECT WITH OTHER BUSINESSES

- + Quarterly after-hour socials and bimonthly morning meet-ups
- + Industry roundtables



INVEST IN YOUR NEIGHBORHOOD

- + Join 130+ businesses
- + Participate in special events
- + Be in the know about City updates and resources



Joy Ruan, owner and operator of Kung Fu Tea (Campustown)

"We joined CCP in 2018 and participated in the first Chow Down in Campustown event. The 13 Thursdays promotion brought many new customers in our doors that didn't know us before - students and families. We appreciate the way CCP promotes our business through their e-newsletter and social media, helping us reach a new audience."

PARTNER WITH US!

Partnering with the CCP is easy! Ready to join? Follow these simple steps:

1. Visit champaigncenter.com/businesses to fill out an application.
2. Pay your partnership dues.
3. Check your inbox for a welcome packet and instructions on how access your partnership benefits.

You can partner us at any point for 12 months of benefits.



James Buford & Rebecah Platt, owners of G.A.S. Salon and Barbershop (Downtown)

"We joined CCP to help grow our business and increase our exposure. Membership with CCP has given us the opportunity to meet new people and build relationships with other CCP members through social events and committee participation. Some of these contacts have become our customers! We appreciate that CCP brings business members together in unity."

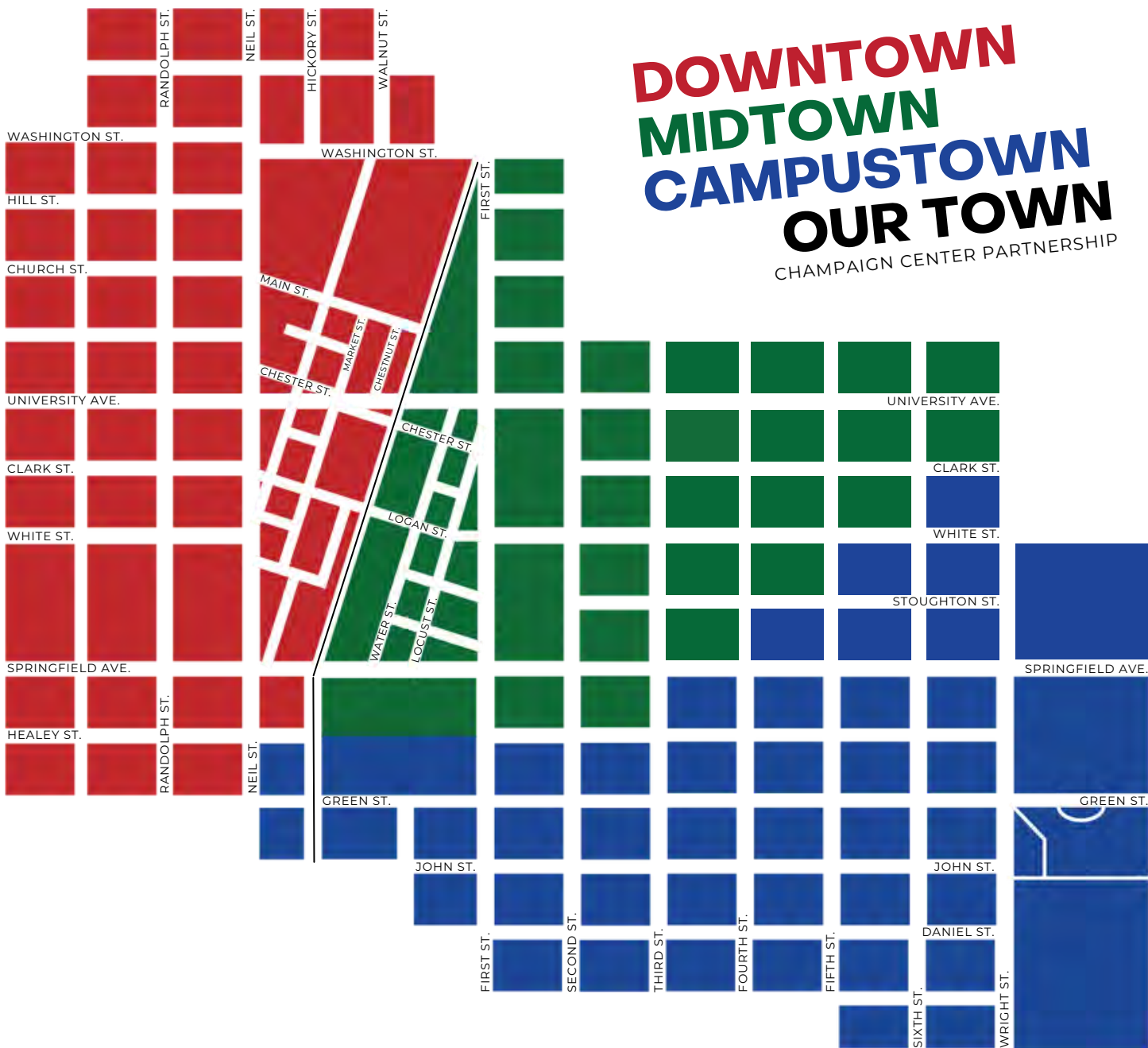
PARTNERSHIP BENEFITS

	Individual \$50+	Out-of-District \$100-500*	DOWNTOWN, MIDTOWN, OR CAMPUSTOWN BUSINESS/INVESTOR			
			Business \$100-500*	Foundation \$2,500	Pillar \$5,000	Cornerstone 10,000+
Invitation to morning meet-ups and CCP Annual Meeting	•	•	•	•	•	•
Invitation and complimentary drink voucher at after-hour events	•	•	•	•	•	•
Acknowledgement on ChampaignCenter.com	•	•	•	•	•	•
Inclusion in member Google group + member e-newsletter	•	•	•	•	•	•
Free access to CCP educational seminars		•	•	•	•	•
Posts/shares on CCP social media accounts (4x/year)		•	•	•	•	•
Parade of Lights entry fee waived		•	•	•	•	•
Free access to industry sector and district round table discussions		•	•	•	•	•
Directory listing with photos on ChampaignCenter.com		•	•	•	•	•
Announcements in monthly Discover Champaign Center e-newsletter			•	•	•	•
15% off print orders at UpClose Printing and Fasprint			•	•	•	•
Up to 10 free commercials on SJ Broadcasting network stations			•	•	•	•
Discounted co-op advertising opportunities			•	•	•	•
Infinite postings on event calendar on ChampaignCenter.com			•	•	•	•
Infinite postings on job board on ChampaignCenter.com			•	•	•	•
Highlighted listing on district kiosk maps & guides			•	•	•	•
Inclusion on 13 Thursdays promotion (Campustown members)			•	•	•	•
Highlighted in blog posts and on ciLiving (WCIA Channel 3)			•	•	•	•
Inclusion in shop local gift card e-store on ChampaignCenter.com			•	•	•	•
Investor acknowledgment and link in monthly e-newsletter				•	•	•
Looping banner ad on ChampaignCenter.com				•	•	•
In-depth feature in monthly e-newsletter (2x/year)					•	•
VIP seating at Parade of Lights					•	•
Posts/shares on CCP social media accounts (monthly)					•	•
Presenting sponsor of 1 CCP micro-event					•	•
Quarterly in-depth feature in monthly e-newsletter						•
Top directory listing on ChampaignCenter.com						•
Title sponsor of 1 CCP signature event						•

* \$100 Non-profit 501(c)(3) | \$250 Microbusiness (2 or less FTE) | \$500 Business (2+ FTE)

DOWNTOWN MIDTOWN CAMPUSTOWN OUR TOWN

CHAMPAIGN CENTER PARTNERSHIP



Eric Cain, owner and operator of Flatland Tattoo Studio (Campustown)

"I opened Flatland Tattoo Studio in 2014 and joined CCP to become more involved with the community. In 2018 I was elected to the board of directors where I've had a great time serving; it's been interesting and educational. I'm happy to be part of the growth and evolution of the organization. Volunteering is always a lot of fun and it's great working with a diverse and committed group of local business people."

JOIN THE CHAMPAIGN CENTER PARTNERSHIP TODAY!



**CHAMPAIGN
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@ChampaignCenter
#ShopSmall #CelebrateChampaign
#HeartofChampaign