



WATER STREET DISTRICT
BUSINESS ASSOCIATION

SPONSORSHIP OPPORTUNITIES



THIS IS WATER STREET DISTRICT. THIS STREET RUNS DEEP.

Here the streets, the people, the places, the character runs deep. And the realest of real good times flow in every direction. Don't just dip your toe in. We encourage you to jump in head first. Come discover what lies beneath the surface.



WATER STREET DISTRICT

HENDERSON



WATER STREET DISTRICT

BUSINESS ASSOCIATION

The WSDBA is a non-profit organization dedicated exclusively to the success and future of Downtown Henderson businesses. As leaders in our downtown community, we have an opportunity to build strong relationships, foster collaboration, and serve as a unified, influential voice in shaping what comes next.

Partnership Benefits



Enhanced Brand Exposure

Stand out as a community supporter and increase brand visibility through our marketing materials, event promotions, and online platforms.



Positive Public Relations

Showcase your commitment to corporate social responsibility and community development, enhancing your company's reputation.



Networking Opportunities

Connect with local business owners, community leaders, and potential clients at our monthly mixers and events.



Tax Benefits

Enjoy the potential tax advantages of sponsoring a non-profit organization like the Water Street District Business Organization.

PAID OPPORTUNITIES



Monthly Member Mixers

2nd Wednesdays

6:00 PM

Various Locations

50-85 Attendees



Presentation to Members

Sponsor will be given the opportunity to highlight their business at the start of the mixer with 5 minutes on the microphone and distribute collateral at sponsor's discretion



Logo Inclusion

Sponsor will have logo inclusion on event signage and promotions, including website placement for the event and an e-newsletter sent to all members.



Social Media

Sponsor will be featured on WSDBA's Facebook (1900 followers), Instagram (1000 followers), and website, in advance of the monthly mixer.



Investment: \$500.00

Lunch + Learn

4th Wednesdays of each month
12:00 - 1:00 PM

Hybrid Event

City of Henderson Annex Building in
person and a virtual attendance option



Presentation to Members

Sponsor will be given the opportunity to highlight their business at the start of the mixer.



Logo Inclusion

Sponsor will have logo inclusion on event signage and promotions, including website placement for the event and an e-newsletter sent to all members.



Social Media

Sponsor will be featured on WSDBA's Facebook (1900 followers) and Instagram (1000 followers), in advance of the workshop.



Investment: \$250.00

Title Sponsorship

Shop Small Henderson

Saturday following Thanksgiving
November 29, 2025

Water Street Plaza & throughout the
Water Street District

3000+ attendance annually



Complimentary Event Booth

Sponsor will be given a premium booth space near the entrance of the event, with prominent signage.



Logo Inclusion

Sponsor will have logo inclusion on **all** event signage and promotions, including website placement for the event and an e-newsletter sent to all members.



Social Media

Sponsor will be featured on WSDBA's Facebook (1900 followers), Instagram (1000 followers), and website leading up to the event



Investment: \$1,500.00

Title Sponsorship

Holiday Party

2nd Wednesday in December

To be hosted at a local business in the Water Street District - TBD



VIP Table

Sponsor will have a VIP table and 8 complimentary tickets to the event.



Recognition at Event

Sponsor will receive recognition during the event with an opportunity to speak in front of the audience



Gifting Opportunity

Sponsor will have the opportunity to provide promotional materials or samples at the event.



Logo Inclusion

Sponsor will have prominent logo placement on all event marketing materials, including invitations, event programs, and signage.



Social Media

Sponsor will be featured on WSDBA's Facebook (1900 followers), Instagram (900 followers), and Twitter (500 followers).



Investment: \$2,500.00



IN-KIND OPPORTUNITIES

Catering/ Event Hosting

Our monthly mixers and other events provide excellent showcasing opportunities for local businesses. By providing a venue and/or food for these events, your company will gain exposure among our attendees and be recognized as a community partner committed to enhancing their experience.



Monthly Member Mixers

Member mixers are held monthly on the 2nd Wednesday of the month. There are typically 50-80 members in attendance.



Workshops on Water

Workshops are held monthly on the 4th Wednesday of the month with in person and virtual attendance. There are typically 25-40 members in attendance.



Holiday Party

All members are invited to the holiday party at the end of the year. There are typically 75-100 people in attendance.

The background image is a photograph of a city street, likely in a warm climate, featuring several tall palm trees and modern, low-rise buildings. The scene is captured from a street-level perspective, showing a paved road and a sidewalk. The entire image is overlaid with a semi-transparent teal filter. Centered over this background is the text "NEXT STEPS" in a large, white, bold, sans-serif font.

NEXT STEPS

We invite you to become a valued partner of the Water Street District Business Association.

Sponsoring WSDBA events is a powerful way to elevate your brand while directly supporting the growth and vitality of the Downtown Henderson business community. As a sponsor, you'll gain increased visibility among local entrepreneurs, residents, and city leaders—positioning your business as a champion for progress in the Water Street District. Your investment helps us deliver high-impact programs, attract new businesses, and advocate for a thriving local economy. Join us in shaping a vibrant, connected, and prosperous downtown—where your support makes a lasting difference.

We invite you to become a valued partner of the Water Street District Business Association.

By partnering with us, your business will be making a tangible difference in our community while gaining valuable exposure and networking opportunities.

Please reach out to our sponsorship committee to discuss how we can tailor a sponsorship package to meet your specific goals and explore the benefits of a partnership with the Water Street District Business Association.



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WATER STREET DISTRICT

THANK YOU!

HENDERSON
HOT ROD DAYS
cityofhenderson.com

LA FIRST CENTER
HOSPITAL

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