

## “Downtown Syracuse: Open for Business”

### Cooperative Marketing Program – Program Overview (Weekends on Walton)

The Downtown Syracuse Foundation (DSF) invites businesses to apply for funding as part of the **Downtown Syracuse Cooperative Marketing Program**.

Designed to enhance the **Weekends on Walton** visitor experience, this program will provide **funds to support collaborative marketing and programming support** for promotions and events organized by downtown Syracuse businesses in conjunction with Weekends on Walton. We encourage downtown Syracuse businesses to partner up with one (or more!) City of Syracuse businesses to enhance Weekends on Walton by hosting paired activities and promotions or organizing events that benefit multiple businesses.

Examples of activities eligible for funding support may include, but are not limited to:

- Entertainment organized in conjunction with Weekends on Walton;
- “Sip and shop” promotions (pairing retail and restaurant specials);
- “Culinary cruises” (samplings from multiple restaurants);
- “Self-care Saturday” (pairing salon packages with retail shopping)

Each business collaboration is eligible to win \$500 in paid advertising services\* and/or funding for programming or entertainment.

*\* Advertising purchased by the DSF may include ads on social media (awardee must use DSF approved vendor to purchase ads), radio, print (including posters and banners) or other digital formats.*

#### Application Criteria:

- The Primary Applicant Business must be located within the Central Business District (downtown Syracuse), defined as the geographic area bounded on the east by I-81; on the north by I-690; on the west by Onondaga Creek; and on the south by Adams Street.
- The promotion must support two (or more) businesses that are based within the City of Syracuse.
- All activities must take place before September 26, 2021.
- Promotion must be designed to engage the general public (e.g. it cannot target only existing clients/customers)
- Businesses must be willing to share social media content with the Downtown Syracuse Foundation.

#### Steps to Apply for Cooperative Marketing Program:

- Please save the fillable Application Form and email your completed request for consideration to Laurie Reed at [LReed@DowntownSyracuse.com](mailto:LReed@DowntownSyracuse.com). Or, print and complete the form and deliver it to the Downtown Committee at 115 West Fayette Street. **Applications are accepted, and awards made, on a rolling basis.**
- Please contact Laurie Reed at [LReed@downtownSyracuse.com](mailto:LReed@downtownSyracuse.com) for more information.