

Each year, Eastern Market Main Street works to put together programming and activities to support businesses like you and foster a vibrant, neighborhood-serving corridor. You'll find a list of activities below and, inside, we've included ways to participate based on what works best for your business.

Why should your business engage with EMMS on an annual level?

Here are some of the reasons we think this is a smart move:

- Ability to better plan and budget for the whole year
- Take advantage of reduced prices by choosing a package
- Support ongoing EMMS projects like façade and streetscape improvements, technical assistance, and neighborhood development

At A Glance

Annual Meeting | February 20, 2019

Small Business Grant Deadline | April 30, 2019

Market Week | May 5 - 11, 2019

Third Thursdays | May 16, June 20, July 18, August 15, September 19, 2019

Constitutional (n) | October 19, 2019

The Holly Days | November 30 - December 31, 2019

CONTACT

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Eastern Market Main Street is a 501(c)3 organization and contributions are deductible to the extent allowed by law.

2019 EMMS Business Participation

Eastern Market Main Street (EMMS) is an officially designated DC Main Streets program dedicated to fostering a collaborative, connected, and competitive business community that reinforces our historic and diverse neighborhood identity. Through events and promotional campaigns, EMMS works to promote businesses and provide a wide range of activation, visibility, and engagement benefits throughout the year.

Join us as we work to sustain and enhance this historic, vibrant corridor!



Annual Business Participation Opportunities and Levels

Market Week | May 5 – 11, 2019

Aligning with National Small Business Week, the third annual Market Week will celebrate businesses, merchants, and vendors of the EMMS commerical corridor with a Passport, sector-specific events and activities, and coordinated print and digital marketing to bring new people to the area.

Market Week offers an opportunity to promote your business, bring new customers in your door, and accomplish business goals. Expected attendance: 3,000

- Inclusion in the Market Week Passport
 - Business event/activity promotion on social media and in Passport
 - Recognition in marketing materials
 - Opportunity to provide promotional materials or other activation at the MW Headquarters
 - Opportunity to participate in sector-specific events (Yappy Hour, Health & Wellness Day, etc.)

Tier One (FREE!)
Tier Two (\$200)
Tier Three (\$500)
Tier Four (\$1,000)
Business Sponsor (\$2,000)
Community Sponsor (\$3,500)

Listing Type	Feature
Premium Logo	up to 10 listings
Logo	up to 10 listings
Logo	up to 5 listings
Text	up to 3 listings
Text	1 listing
Text	1 listing

Third Thursdays | May 16, June 20, July 18, August 15, September 19

An opportunity to foster a lively, activated corridor on a more consistent basis, Third Thursdays will feature live music, public art collaborations, and other activities, encouraging businesses to engage with the community in creative ways.

Third Thursdays offers an opportunity to directly engage with new customers, other local businesses, and organizations, and the Capitol Hill community. Expected attendance: 5,000

- Recognition in marketing and advertising materials
- Signage at the EMMS tent highlighting support
- Opportunity to activate on-site at/near EMMS tent
- Business event/activity promotion on social media and in event schedules

Logo

Text

Two Events

One Event

Constitutional (n) | October 19, 2019

The history on and around the corridor is integral to the experience of Eastern Market Main Street. Constitutional (n) will showcase this history, satisfying curiosity and quenching thirst with a one-of-a-kind tour of Capitol Hill's neighborhood and businesses. The theme for 2019 is Votes for Women, celebrating the centennial of the 19th Amendment.

Constitutional (n) offers an opportunity to bring new customers in your door and collaborate with other DC businesses. Expected attendance: 400

Recognition in marketing and advertising materials

Complimentary General Admission tickets to the event (includes 6 tasting tickets, commemorative cup, and walking map)

Complimentary VIP tickets to the event

Opportunity to participate as a business host

Bar Color	Label 1	Label 2
Red	Premium Logo	10
Grey	Logo	5
Blue		
Red		4
Grey		2
Blue		

The Holly Days | November 30 – December 31, 2019

Kicking off on Small Business Saturday, The Holly Days are an EMMS initiative to draw customers and visitors to the corridor during the busiest shopping season of the year. This comprehensive digital, print, and on-site marketing campaign is designed to promote EMMS businesses and create a festive environment.

The Holly Days offers an opportunity to benefit from extensive visibility and neighborhood engagement opportunities. Expected reach: 250,000

Recognition on TheHollyDays.com

Recognition in print and digital advertising

Opportunity to serve as a business host for the Santa Mailbox and Capitol Hill Caroling Marathon

Opportunity to participate in the Corridor Advent Calendar

Opportunity to promote business, products, or deals in print advertising (only four available)

Premium Logo	Logo	Logo	Logo	Text	Text
Premium Logo	Logo	Logo	Text	Text	
●	●	●	●	●	●
●	●	●	●	●	
		●			

Annual

Throughout the year, EMMS works to promote and support businesses by bringing new people to the area.

Expected reach: 10,000

	Inclusion in the EMMS Map
Inclusion on the EMMS landing page of the City Walker app (retail, service, restaurant only)	
Logo recognition on the EMMS website for the year	