



MERRY ON MAIN

Help bring Main Street to life this holiday season

WOONSOCKET HOLIDAY VILLAGE

Sponsorship Package

MERRY ON MAIN

MORE THAN A HOLIDAY VILLAGE

A Little Holiday Magic. A Lot of Main Street Impact.

This holiday season, something extraordinary is happening in downtown Woonsocket. Merry on Main will transform vacant storefronts into a festive holiday shopping village, bringing together more than 50 Rhode Island small businesses, local artists, families, and community partners for six weeks of shopping, entertainment, and celebration.

Imagine strolling down Main Street beneath twinkling lights, discovering locally made treasures, listening to holiday music, and experiencing the charm of a traditional holiday village.

But the real magic goes beyond the holidays. Merry on Main is about reimagining what's possible for Main Street.

By bringing multiple small businesses together in shared retail spaces, we are creating opportunities for entrepreneurs to reach new customers, test new markets, and grow their businesses without the financial burden of operating a traditional storefront alone. At the same time, we are bringing renewed energy to downtown Woonsocket, attracting visitors, supporting existing businesses, and demonstrating the potential of a more vibrant Main Street.

The Merry on Main Vision

This isn't just about celebrating the holidays. It's about creating momentum that lasts long after the decorations come down.

**50+ small
businesses
supported**

**10 unique
holiday
shoppes**

**20+
Woonsocket
youth employed**

**4 holiday themed
community
events**

**6 weeks of
shopping & holiday
experiences**

**1 Main Street
transformed
with possibilities**

MERRY ON MAIN

BE PART OF THE MAGIC

Your Sponsorship Makes It Possible

Every great holiday tradition begins with a community coming together. Merry on Main invites businesses, organizations, and community partners to become part of something special: helping transform downtown Woonsocket into a destination where local businesses thrive and families create lasting memories. Whether you choose to adopt a holiday Shoppe, sponsor a signature event, or help illuminate vacant storefronts, your investment will directly support the people, businesses, and experiences that bring Merry on Main to life.

A Community Coming Together

Merry on Main is proudly developed in collaboration with the City of Woonsocket, Rhode Island Commerce, Beloved Woonsocket, Downtown Woonsocket Collaborative, NeighborWorks Blackstone River Valley, Blackstone Valley Tourism Council and Skills for Rhode Island's Future. Together, we're bringing new energy to Main Street, creating opportunities for local businesses, and building a stronger future for Woonsocket.

Ways to Make a Difference

Support Small Businesses

Help Rhode Island entrepreneurs gain access to affordable retail opportunities, new customers, and valuable business experience.

Bring Main Street to Life

Turn vacant storefronts into welcoming, festive spaces that encourage visitors to shop, explore, and rediscover downtown Woonsocket.

Create Holiday Memories

Make possible the music, entertainment, traditions, and family-friendly experiences that bring people together.

Engage Your Employees

Create meaningful opportunities for your team to volunteer, decorate holiday Shoppes, connect with small businesses, and celebrate their community impact.

Show Your Community Commitment

Align your organization with an initiative that celebrates local entrepreneurship, community collaboration, and economic revitalization.

Every Contribution Creates a Ripple Effect.

Your support does more than sponsor a single event. It helps create new opportunities for small businesses, stronger community connections, and renewed possibilities for Main Street.

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SPONSORSHIP OPPORTUNITIES

Choose How You'll Make the Magic Happen

Presenting Title Sponsor — \$25,000

1 Exclusive Opportunity | Includes Santa's Village

Become the presenting sponsor of Merry on Main and help bring the entire holiday village to life. This premier partnership includes recognition across the initiative and the opportunity to help create the magic of Santa's Village, one of the season's most beloved family experiences.

Winter Wonderland Event Sponsor — \$10,000

1 Opportunity Available

Unique Signature Event on December 5th

Help create an unforgettable winter celebration filled with seasonal entertainment, community performances, festive activities, and holiday cheer for families throughout the region.

Merry on Main Scavenger Hunt Sponsor — \$7,500

2 Opportunities Available

Turn holiday shopping into an adventure! Support an interactive, season-long experience that encourages visitors to discover the holiday Shoppes, explore downtown businesses, and return to Main Street throughout the season.

Adopt-a-Shoppe Sponsor — \$5,000

10 Opportunities Available

One Shoppe. Multiple Small Businesses. A Lasting Impact.

Bring your employees together to help transform a vacant storefront into a beautifully decorated holiday Shoppe, creating a welcoming home for approximately 4–10 Rhode Island small businesses. Your sponsorship supports Shoppe decorations and operations while offering a memorable team volunteer experience. **And yes, there's a little friendly competition for Best in Show and unlimited holiday bragging rights!**

Horse-Drawn Carriage Ride Sponsor — \$3,500

2 Opportunities Available

Bring a touch of timeless holiday charm to downtown Woonsocket by sponsoring horse-drawn carriage rides, creating magical experiences and lasting memories for families and visitors.

Please continue for additional sponsorship opportunities

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Choose How You'll Make the Magic Happen

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2 Opportunities Available

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Dickens Carolers Sponsor — \$2,500

2 Opportunities Available

Fill Main Street with the sounds of the season! Help bring traditional Dickens-inspired carolers downtown to entertain visitors and create the nostalgic atmosphere of a classic holiday village.

Storefront Sessions Sponsor — \$1,500

12 Opportunities Available

Unique Signature Event on December 12th

Support a vibrant celebration of live music throughout downtown Woonsocket. Storefront Sessions will bring local musicians and audiences together across Main Street venues, giving visitors even more reasons to explore, shop, and celebrate.

Holiday Window Decorations Sponsor — \$1,500

8 Opportunities Available

Help make every window shine! Your sponsorship will transform vacant storefront windows not being used as holiday Shoppes into festive displays, creating a welcoming and connected holiday atmosphere throughout downtown.

"Merry on Main is about building on that foundation. By bringing new activity into vacant storefronts and connecting it with the traditions and destinations people already love, we hope to introduce even more people to everything downtown Woonsocket has to offer."

- Mayor Christopher Beauchamp

MERRY ON MAIN

LET'S MAKE MAIN STREET MERRY!

A Holiday Tradition Worth Building Together

Merry on Main is more than a seasonal celebration. It's a community-wide effort to create opportunities for entrepreneurs, reconnect people with downtown Woonsocket, and demonstrate what can happen when businesses, residents, and community partners work toward a shared vision.

This year, we have an opportunity to create something truly special...

...A Main Street filled with lights, laughter, music, and local treasures.

...A welcoming place where families gather and traditions begin.

...A new generation of small businesses discovering what's possible.

...And a downtown building momentum toward a stronger economic future.

We invite you to be part of the magic.

Become a Merry on Main Sponsor!

Shop Local. Celebrate Together. Build Main Street's Future.

Choose the sponsorship opportunity that best reflects your organization's interests and commitment to the community. Not sure which opportunity is the right fit? We'd love to explore how your organization can participate.

Complete Our Sponsorship Interest Form

<https://bit.ly/Merry-on-Main-Sponsorship>

Learn More About Merry on Main

www.merryonmainstreet.com

For more information, contact

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