



2019 Seasonal Events

METBA organizes three seasonal events annually to promote the business district and support member businesses. Seasonal events are marketed through our “Go Local! Montavilla” campaign which seeks to remind neighbors about what’s available close by and encourage them to support their awesome local businesses.

Each event is planned by a volunteer committee and overseen by METBA’s board of directors. Vendor space is reserved exclusively for member businesses who are able to vend at both the Spring Block Party and Harvest Fest free-of-charge.

Sponsorships

Seasonal event sponsorships are a fantastic way to market your business for a low price.

- Basic sponsorship costs \$75 in exchange for your logo on the event poster and postcard. Your business is listed as a sponsor in Email blasts, Facebook posts, and on the website events page.
- Presenting Sponsorship costs \$500. Presenting sponsors receive top billing on all marketing materials, email blasts, Facebook posts, and on the website with the “Presented by...” tag line. Presenting sponsors are also able to hang their banner at the events and are able to provide direct input so that their sponsorship meets their marketing needs.

Events

1. Spring Block Party

Spring Block Party kicks off our annual series of events. Held in May, the event includes vendors, live music, and food, plus games and crafts for kids. *Spring Block Party* takes place in Historic Downtown Montavilla on 81st Avenue between SE Oak and Stark Streets. METBA obtains permits to close the street for the event. 10 x 10 vendor spaces are offered exclusively to METBA member businesses.

2. Harvest Fest

Harvest Fest occurs in October on the weekend before Halloween. The event includes a very spooky haunted house, huge play area for kids, vendors, live music, and food. *Harvest Fest* takes place on Glisan St. 10 x 10 vendor spaces are offered exclusively to METBA member businesses.

3. Frosty Fest

Frosty Fest occurs in December over multiple days. Lights are lit in Downtown Montavilla; “Santa Saturday” includes a free visit with Santa, a craft table for kids, and a cash bar for adults; and the Academy Theater hosts a free holiday movie, open to the public.