Main Street LEXINGTON VIRGINIA

LINE DANCE LEX

SATURDAY, SEPT. 19TH

What is Line Dance Lex?

Line Dance Lex is our newest event, which perfectly blends music, family-friendly fun, and dancing with an appreciation for downtown Lexington. Never line danced before? No problem! Instructors will be on-site throughout the evening to teach the dances and make sure that everyone feels comfortable stepping onto the dance floor. Beginning at 7:00 p.m. in Courthouse Square, Line Dance Lex gives attendees the perfect excuse to spend the day downtown — shopping at local businesses, enjoying dinner or drinks, and taking in everything Lexington has to offer before a fun night of dancing and community connection.

Why Sponsor?

Sponsoring Line Dance Lex is an opportunity to support downtown Lexington while putting your business in front of a broad audience of local residents, students, and visitors from across the region. As an inaugural event, Line Dance Lex offers sponsors the chance to help launch what we hope will become a beloved community tradition. Your support directly helps Main Street Lexington continue its work while providing you with valuable visibility through event marketing, social media promotion, and on-site recognition. Sponsorship opportunities are limited, so we encourage interested organizations to reserve their spot early.

Our Mission

Main Street Lexington is a volunteer-based organization whose mission is to support, enhance, and promote downtown Lexington. We work to keep downtown a vibrant and welcoming place by organizing community events, supporting local businesses, improving public spaces, and bringing people together so that downtown Lexington continues to thrive and serve as a place where residents, visitors, and merchants can connect and succeed.

2026 Sponsorship Packages

Friends of LDL
$100

- **Name on promotional materials**
  - e.g. event posters
- **2 FREE event tickets**

Silver Level
$250

- **Small logo on promotional materials**
  - e.g. event posters
- **4 FREE event tickets**
- **Featured post on Instagram & Facebook**

Gold Level
$1,000

- **Large logo on promotional materials**
  - e.g. event posters
- **10 FREE event tickets**
- **Featured post on social media**
- **Logo on all event signage**
- **Shoutout at the event**
- **Inclusion in all paid advertising (e.g. radio, newspapers)** – *beginning with date when sponsorship is received*

Ready to sponsor Lexington's newest community event?

Scan the QR code or visit ***mainstreetlexington.org/events*** and click **"Become a Sponsor"** to fill out your form and submit your payment.

The deadline for sponsorship commitments is **Friday, August 21st.**

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mainstreetlexington.org

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