



PRESS RELEASE

Sponsor an Artist and Support Community

Belleville, Ontario, April 30, 2021 - The Downtown District BIA is looking for personal and corporate sponsorship to help to cover the costs associated with the purchase of tête-à-têtes, as well as the fees and supplies for the eight local artists who will be chosen to paint the unique seating.

Tête-à-têtes are Adirondack-inspired chairs joined together by a table and equipped with large umbrellas. The BIA have purchased eight units and the local arts community has been asked to submit designs for the projects.

Tête-à-têtes are perfect for enjoying take-out with a friend or taking shelter from the sun and will be placed along the sidewalks and street closure in the downtown core for Al Fresco, the popular summer event, from the beginning of June to the end of August.

Sponsors will choose from the tête-à-tête design submissions. The sponsor's name and logo as well as the artist will be displayed on a plaque and attached to the table.

"We have been working behind the scenes on the plans for Al Fresco and looking for ways to add colour and vibrancy to the streets. By sponsoring a tête-à-tête, you will be a part of the growth of our signature event and help create a joyful summer experience for our community in downtown Belleville," says Marijo Cuerrier, BIA Executive Director. "It's one way to show your appreciation and understanding of the difficulties our small business owners have shouldered in the past year and a half and add joy to our streets."

Last year Al Fresco saw record pedestrian counts and revenue numbers in the downtown core, while providing enough space for everyone to feel safe.

We are excited to announce **McDougall Insurance & Financial** and **Councillor Tyler Allsopp** as the first sponsors to support the tête-à-têtes! For more details on this initiative, please visit downtownbelleville.ca/sponsorship. If you would like to become a sponsor contact Marijo Cuerrier at mcurrier@downtownbelleville.ca. Sponsorship submissions close May 21, 2021.

Visit **DOWNTOWNBELLEVILLE.CA**

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