

# HYPE TEAM

## DOWNTOWN BATAVIA

**DOWNTOWN BATAVIA'S HYPE TEAM IS A VIBRANT AND ENERGETIC GROUP PASSIONATE ABOUT SHARING THEIR LOVE OF DOWNTOWN. THEY ARE THE DRIVING FORCE BEHIND THE EXCITEMENT AND POSITIVE BUZZ YOU FEEL WHEN YOU STEP FOOT IN OUR HISTORIC DISTRICT. HYPE TEAM MEMBERS SERVE AS SOCIAL MEDIA INFLUENCERS AND DOWNTOWN AMBASSADORS, SPREADING THE WORD ABOUT THE PROGRESS BEING MADE IN DOWNTOWN BATAVIA.**

**HYPE TEAM MEMBERS SERVE AS A WALKING WELCOME CENTER DURING EVENTS AND PROMOTIONS IN DOWNTOWN BATAVIA. THEY ENHANCE THE VISITOR EXPERIENCE BY WALKING THROUGHOUT DOWNTOWN AND GIVE VISITORS INFORMATION, DIRECTIONS, RECOMMENDATIONS, AND SWAG. ADDITIONALLY, THEY POST REGULARLY ABOUT DOWNTOWN HAPPENINGS AND BUSINESSES ON THEIR PERSONAL SOCIAL MEDIA ACCOUNTS.**

### RESPONSIBILITIES OF HYPE TEAM MEMBERS:

#### VOLUNTEER:

ASSIST IN WELCOMING VISITORS AND POINTING THEM AROUND TOWN DURING THE BATAVIA FARMERS' MARKET- 2XS/YEAR

SIGN-UP TO HELP WITH SET-UP/TAKE-DOWN, OR MAINSTREET BOOTH SHIFT AT BATAVIA MAINSTREET EVENT 1XS/YEAR

#### FOLLOW:

SUBSCRIBE TO BATAVIA MAINSTREET WEEKLY NEWSLETTER -SHARE UPCOMING HAPPENINGS WITH PERSONAL NETWORK

FOLLOW ALL FOUR BATAVIA MAINSTREET ACCOUNTS INCLUDING: @DOWNTOWNBATAVIA, @BATAVIABOARDWALKSHOPS, @BATAVIAFARMERSMARKET, @ARTISAN\_COLLECTIVE\_BATAVIA

#### SHARE:

POST (OR SHARE TO YOUR STORIES) ABOUT PLACES YOU'RE ENJOYING IN DOWNTOWN ON YOUR PERSONAL SOCIAL MEDIA ACCOUNT - MAKE SURE TO TAG @DOWNTOWNBATAVIA

SHARE ALL OF YOUR DOWNTOWN BATAVIA INFO CARDS, STICKERS, AND SWAG

PROUDLY WEAR YOUR HYPE TEAM SHIRT & SHARE THE DOWNTOWN BATAVIA HYPE!



# HOW TO VOLUNTEER:

EVENT SPECIFIC OPPORTUNITIES WILL BE POSTED AT [HTTPS://DOWNTOWNBATAVIA.COM/VOLUNTEER-2/](https://downtownbatavia.com/volunteer-2/) APPROXIMATELY 4-6 WEEKS PRIOR TO EACH EVENT. HYPE TEAM MEMBERS WILL ALSO BE EMAILED FARMERS' MARKET OPPORTUNITIES WHEN THEY ARE MADE AVAILABLE.



## 2025 EVENT SCHEDULE

INDOOR MARKET @ GRAINOLOGY BREWSTILLERY, NOVEMBER 2024- MAY 2025

SATURDAY FARMERS' MARKET- 8AM- 12PM, @ N. RIVER STREET, MAY 17- OCTOBER 25

WEDNESDAY FARMERS' MARKET- 5- 8PM @ N. RIVER STREET, JUNE 4- AUGUST 27

COCKTAILS IN THE PARK- 7- 10PM @ APPLETON PARK, JULY 26

BLOCK PARTY- 3- 8PM @ PEG BOND CENTER, AUGUST 31

BATFEST- 10AM- 2PM @ PEG BOND CENTER & DOWNTOWN, OCTOBER 25

HOLIDAY SNEAK PEEK- 4- 8PM @ DOWNTOWN BATAVIA, NOVEMBER 6

WINTERFEST ART MARKET @ WATER STREET STUDIOS & 150 FIRST ST, NOVEMBER 14-16

THE HYPE TEAM CONCEPT WAS DEVELOPED BY NEWTOWN MACON'S MAIN STREET BOARD IN MACON, GA. NEWTOWN ENCOURAGES COMMUNITIES ACROSS THE NATION TO CREATE THEIR OWN AMBASSADOR AND INFLUENCER TEAMS TO HYPE UP THEIR DOWNTOWN DISTRICTS.