



**DOWNTOWN
DALLAS INC**

Downtown Dallas, Inc., Enhanced Investment Opportunities

This brochure is meant to help you understand your membership investment with DDI and assist with budgeting and engagement throughout the year. In addition to your annual membership dues, we invite you to consider these opportunities for sponsorship and increased engagement.

Contact our membership team to learn more.

Signature Business Events

Your participation and sponsorship investment creates meaningful opportunities for you to strengthen business relationships and highlight your brand. Make your mark in creating an engaged and vibrant Downtown for your employees, residents, and visitors.





ANNUAL MEETING & LUNCHEON

MARCH 1, 2024

Our top business event of the year brings together more than 1,000 top business leaders, city officials, and community members to celebrate Downtown Dallas and hear from a nationally recognized keynote speaker on a topic of interest to our community. Multi-year commitments available.

Sponsors will be recognized on event website, in event communications, and on social media.

Tables and tickets available for purchase prior to event depending on availability.

Audience: C-suite executives, business leaders, decision makers, community leaders, elected officials, city staff, residents, media **(650-1,000 attendees)**

- **Presenting Sponsor:** \$28,000 (limit 1)
- **Keynote Speaker Sponsor:** \$20,000 (limit 1)
- **Keynote Networking Sponsor:** \$15,000 (limit 1)
- **Groundbreaker Award Sponsor:** \$15,000 (limit 1)
- **Pinnacle Sponsor:** \$10,000 (logo listed)
- **Urban Legend:** \$6,000 (logo listed)
- **Urban Champion:** \$3,000 (name listed)



STATE OF DOWNTOWN

Q4 2023

The Dallas Mayor delivers their annual State of Downtown address to the business community at this signature event. This is an excellent opportunity to network and advertise at an event focused on the future of our city.

Sponsors will be recognized on event website, in event communications, and on social media.

Tables available for purchase one month prior to event depending on availability.

Audience: C-suite executives, business leaders, community leaders, elected officials, city staff, residents, media **(500-800 attendees)**

- **Presenting Sponsor:** (limit 1) **PENDING**
- **VIP Sponsor:** \$15,000 (limit 2)
- **Advocate Sponsor:** \$7,500 (logo listed)
- **Partner Sponsor:** \$2,500 (name listed)



DDI MEMBER ONLY OPPORTUNITIES

Sponsorship of a DDI member event will provide opportunities to increase your brand visibility and reputation in the community, enhance your relationships with key stakeholders, and provide your team with a sense of pride and fulfillment through opportunities to enhance the Downtown community.

Custom packages available upon request.

DDI 65TH ANNIVERSARY YEAR-LONG SPONSORSHIP: \$50,000

Sponsor Downtown Dallas, Inc.'s, 65th Anniversary year with recognition at several exclusive, highly visible events throughout the year.

BENEFITS:

- 65th anniversary recognition sign at DDI's signature events.
- Recognition in all press and communications materials related to 65th anniversary.
- Recognition as sponsor in all DDI newsletters, reaching several thousand readers each week (Open rates over 60%).
- Recognition as sponsor DDI social media (250K followers).
- Private VIP experience for 20 at one of DDI's community events (Munich Street Garden, Movie Nights at The Eye, Easter Bacon and Egg Hunt, Trick or Treat, etc.).
- Recognition at the Grand Opening Family event at Harwood Park.
- Other benefits can be customized.

- **DDI Discourse Series (3 per year): \$7,500**

A panel event focused on a specific topic impacting DDI members and/or Downtown. Share your insight with over 40 corporate business leaders.

- **Hot Spot Happy Hours: Contact us**

Networking events at new bars and restaurants in Downtown. Great opportunities for employees to network and connect with diverse individuals, boosting morale and team cohesion. (40-80 attendees)

- **Hard Hat Tours: Contact Us**

Showcase a recent project and share inside information in or around Downtown Dallas to an exclusive membership audience. (15-30 attendees)

OFFICE BRANDING OPPORTUNITIES

Align your brand with marketplace leaders through a long-term opportunity at the DDI offices.

Audience: DDI guests, corporate executives, public leaders (**1,500 visitors per year**)

- **Branded DDI Library (Sponsorship through 2030): \$50,000**

One time sponsorship opportunity to design and build out the new DDI library.

- **Naming rights to conference rooms:**

Field Street Board Room: \$12,000

Elm Street Conference Room: \$12,000

- **Be the premiere coffee sponsor of the DDI office: \$15,000**

Opportunity to build out a new coffee bar and provide your brands coffee and collateral to all visitors of the DDI office.

FOR ANY OF THE ABOVE OPPORTUNITIES, PLEASE CONTACT:

Kelsey Cornillie - Membership Director - cornillie@downtowndallas.com

Community Event Sponsorships

We invite you to engage consumers, conduct experiential and mobile marketing activations, sample, and demo products, create excitement, and extend brand awareness through Downtown Dallas, Inc.'s roster of exceptional community events in Downtown Dallas.





SIGNATURE HOLIDAY STROLLS

DDI produces several family (and pet!) friendly events around major holidays. Collaborating with our ground floor merchants, hotels and businesses, we host a fun “stroll” through Downtown to experience all this vibrant neighborhood has to offer.

Key Holiday “strolls” include:

Bacon & Egg Hunt (April 8, 2023)

Trick-or-Treat on Downtown Streets (October 31, 2023)

Downtown Stocking Stroll (December 16, 2023)

Audience: Downtown residents and employees, families across the Dallas region **(1,500 - 4,000 attendees per event)**

- **Presenting Sponsor (Series of 3 events):**

\$12,000 or \$5,000 for one event

Presenting sponsors will be recognized on all promotional materials and communications and will have an opportunity for on-site presence for sampling or promotion.

- **Supporting Sponsors (Each event):** \$1,000



DISCOVER DOWNTOWN MOVIE SERIES

This is a fan favorite! Guests enjoy movies al fresco in our Downtown signature parks with a spectacular view of the Dallas skyline. We screen family friendly, holiday themed, and the occasional date night movie. Guests are encouraged to bring their own blankets and nosh on dinner or snacks from local restaurants.

Audience: Downtown residents and employees, families across the metroplex **(150 - 1,000 attendees)**

- **Annual Series Sponsorship:** \$12,000

Presenting Sponsor will be recognized on all marketing materials and will receive VIP seating for 20 people at each movie with an opportunity for on-site presence for sampling and promotion.

- **Monthly Sponsorship:** \$5,000

April, May and October available.

FOR ANY OF THE ABOVE OPPORTUNITIES, PLEASE CONTACT:
Shalissa Perry at perry@downtowndallas.com



DOWNTOWN WELLNESS SERIES

DDI hosts a variety of wellness classes and events throughout the year in our signature green spaces. These events engage the local community and residents and include dance lessons, yoga, and walking clubs.

Audience: Downtown and area residents and employees *(20 - 75 attendees per session)*

- **Presenting Sponsor (30+ classes/sessions annually):** \$10,000 or \$6,000 per season (Spring or Fall)

Presenting sponsor will receive recognition on all promotional materials and communications for the series with an opportunity for on-site presence for sampling and promotion.

- **Supporting Sponsors**

Supporting sponsorships available upon request.

OTHER OPPORTUNITIES

- **Advertising Partnerships**

Each year we partner with the Dallas Business Journal, D CEO, and others to produce special editorial publications promoting Downtown Dallas. These publications offer special discount advertising to DDI members (paid directly to the publication).

- **Campaign Participation**

DDI periodically works with stakeholders on co-op funding opportunities for special campaigns.

- **DDI Committees**

DDI provides opportunities for members at the \$5,000 level to have employees involved in our committees related to Mobility, Parks and Public Space / Capital Improvements, Public Safety & Homeless Outreach, Membership and Downtown Experience.

- **Volunteer Opportunities**

DDI can help facilitate a group cleanup or beautification project in Downtown Dallas for your employees or organization.

THANK YOU FOR YOUR SUPPORT! DATES AND EVENT DETAILS SUBJECT TO CHANGE*

Please reach out to Kelsey Cornillie at cornillie@downtowndallas.com or Shalissa Perry at perry@downtowndallas.com with questions or for more information.