2019 Marketing Opportunities

OCTOBER 28-30: BALTIMORE, MD | 65TH ANNUAL CONFERENCE & TRADESHOW
SPRING 2020: SAN JOSE, CA | WEST COAST URBAN DISTRICT FORUM
SPRING 2020: TBA | UNIVERSITY & COLLEGE TOWN SUMMIT
SPRING 2020: TBA | OPERATIONS & SECURITY SUMMIT
SPRING 2020: TBA | ECONOMIC DEVELOPMENT SUMMIT
SPRING 2020: TBA | WORLD TOWNS LEADERSHIP SUMMIT
SPRING 2020: TBA | PLACE BRANDING & PLACEMAKING SUMMIT
JUNE 2020: NEW YORK CITY, NY | EMERGING LEADER FELLOWSHIP
The top reason a member joins IDA is exposure to new ideas. This explains the network’s excitement to learn about change-making products and services. **We invite you to highlight your innovative solutions and market alongside IDA as we inspire healthy, resilient city centers across North America.** Reach place managers, economic and commercial developers, agencies, city leaders, urban planners and municipalities by investing in IDA.


“We love sponsoring IDA because IDA works hard to turn sponsorship into partnership. The organization is growing its focus on effective thought leadership — research, dialogue, best practices. We have been pleased and honored to be invited to contribute and we definitely benefit from the results.”

— DAVID DIXON, FAIA; PLANNING AND URBAN DESIGN LEADER, STANTEC’S URBAN PLACES
$50,000 INVESTMENT

- Host a co-branded event such as a reception, lunch and learn or focus group to share how your solutions are changing cities, gain intel and network with city leaders to grow your business
- Enjoy a dedicated page on IDA’s website promoting your event and include relevant tips, videos or presentations
- Survey members to provide your development team with insights on the current state of the industry and how to position or enhance your outreach and solutions
- IDA leadership will provide helpful quotes relevant to your industry for use in your marketing collateral
- Enjoy a customized Training Session on place management organizations
- Annual Conference attendee mailing list
- Be positioned front and center through a six-month ad in the weekly e-newsletter
- All benefits outlined in the Urban Champion package below

$30,000 INVESTMENT

Year-round marketing benefits include:

- Your logo on the Strategic Partner webpage profile with link, company description and contact information
- IDA homepage recognition (rotating)
- Unlimited IDA logo usage rights to enhance credibility with city leaders
- Access to a one-time direct mail to reach district leaders with key messages
- Notice of RFPs, introductions and other pertinent business opportunities
- Opportunity for a representative to serve on a committee to build relationships with members
- A 65-word sponsor highlight in the Inspired by IDA e-newsletter with linked logo and contact information
- One electronic message sent to the entire membership (pre-approved and distributed by IDA)
- Receive a year-long IDA membership to continuously engage with the network
- Six-month IDEA Connection (24/7 virtual networking community) rotating advertisement

Spring Event Promotions:

- Four spring event registrations and access to attendee mailing list
- Linked logo recognition on event marketing and webpages for three spring events as an Urban Champion
- Program ad or branded item as attendee gift (dependent upon availability)

Annual Conference Promotions:

- Senior executive to present introductory remarks during a general session or as a session speaker to position your company as an industry leader (pre-approved)
- Distribution of corporate promotional material (flyer, brochure, catalog, publication, etc.) and a branded gift to attendees at registration
- Four full-conference registrations to network with attendees during IDA’s largest event of the year and four VIP Passes to the IDA Board of Directors event for access to the industry’s top leaders
- Two tour passes or one golf outing pass
- Upgraded recognition on event signage in prominent locations and a direct link to your chosen webpage included on conference communications, event and post-conference resource webpages, and event app (if available)
- A full-page, color advertisement in the program
- Your company logo highlighted on the general session screen
- Premium placement double exhibit space with top priority selection in the tradeshow—the center of networking throughout the day; and enjoy online and print highlights as an exhibitor
- Opportunity to have a promotional item, gift or message delivered to attendee rooms at the host hotel
- Sponsor ribbon for recognition on your event badge
- Choice of one onsite promotion (see page 4)
Annual Conference Onsite Promotion: (select one)

**Cocktail Reception:** Invite urban leaders to wind down the first day by inviting them to a place to relax and enjoy a branded beverage (or other promotion such as branded tickets or sweet treat highlighting your company)

**Attendee Notepads:** Branded pads of paper given to each attendee so they can easily take notes and be reminded of your company after the event

**Lunch:** Your company is prominently highlighted at a networking lunch and a senior representative welcomes attendees with brief remarks (2 available)

**Ambassadors:** Smiling faces will provide directions while wearing your company logo; visible as attendees walk to offsite conference activities such as the opening and closing receptions

**Hotel Keycards** RESERVED by Block by Block

**e-Registration Confirmation:** Let attendees know you are looking forward to seeing them in Baltimore through a customized message on the electronic confirmation sent to each registrant

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**CONTACT**

We are open to customizing a sponsorship based on your strategic objectives. Please contact Tracie to learn more.

Tracie Clemmer  
Director of Corporate Relations  
tracie@downtown.org  
202.798.5918
Choose a Branded Promotion

$15,000 INVESTMENT (select one plus enjoy all benefits on page 6):

**Education Track:** Be highlighted alongside topical domain to gain visibility as a leader in the industry

**Conference Program:** Your company will be highlighted as the provider of the official program that all attendees will be using throughout the conference & enjoy an inside cover advertisement

**Welcome Desk** RESERVED by MIG

**Conference App:** Enjoy premium advertisement space, pre-conference promotions and highlights through the program and on-site signage

**Conference Map:** This unique audience likes to get around downtown, so be prominently highlighted on the map that will get them from activities to receptions

**Advertising** RESERVED by ICSC

**New Member Welcome Gift** RESERVED by Google

**Top Issues Councils:** Be a part of our strategic research initiatives and align your company with new IDA research!

Benefits include:

- A council seat for a company representative: This is an opportunity for IDA members to contribute knowledge and expertise to a report, help elevate the profession and industry, work closely with other expert practitioners to expand your network
- Complimentary digital and hard-copy versions of your council’s final report
- Attribution in your council’s final report published in fall 2019 and acknowledgment in report press releases

**Choose a 2019 Council |** Municipal Partnerships, Opioid Crisis, Housing Attainability or Smart Cities Smart Districts

$25,000 INVESTMENT (select one plus enjoy all benefits on page 6):

**Opening Reception:** Customized benefits to fit your goals for promotion alongside the special welcome reception

**Closing Reception:** Customized benefits to fit your goals for promotion alongside a fun farewell reception

**Photo Booth:** Meet attendees by offering silly group shots or professional headshots for use on passports or LinkedIn

**Charging Stations:** Branded electronic charging stations will feature your company in high traffic areas

**Annual Conference Dessert Sponsor:** Let attendees know this sweet break is compliments of your company

- Company name on all dessert tables
- Beverage napkins featuring your logo
- Customized message sent via promoted posts through the conference app

**Wi-Fi** RESERVED by Stantec’s Urban Places

**VIP Board of Directors Event** RESERVED by MIG
Year-round marketing benefits include:

Your company’s linked logo and contact information on the IDA Strategic Partner webpage
Right to use the IDA sponsor logo to promote your involvement and enhance credibility with city leaders (pre-approved)
A 50-word sponsor highlight in the Inspired by IDA e-newsletter with linked logo
Two-month IDEA Connection (virtual networking community) rotating Skyscraper advertisement to be highlighted as members post questions and share information online 24/7
Save 25% on an IDA membership

Spring Event Promotions:

- **2 complimentary registrations** to attend spring event(s) and network with prospective and current clients
- **Logo recognition** on event marketing and webpages for two spring events as a District Advocate
- **Company logo** included on spring event signage, program and plenary screens

Annual Conference Promotions:

- **Senior company executive** to introduce a session to position your company as an industry leader
- **Ability to include a company brochure** and promotional gift for distribution to attendees at registration
- **Two full-conference registrations** to network with attendees during IDA’s largest event of the year and **two VIP Passes** to the IDA Board of Directors event for access to the industry’s top leaders
- **Recognition on event signage** in prominent locations and a link to your website included on conference communications, event & post-conference resource webpages, and event app (if available)
- **A half-page, color advertisement** in the program distributed to all attendees
- **Recognition from the podium** with a senior company representative on stage and your company logo on general session screens
- **Double exhibit space** with priority selection in the tradeshow, which is the center of networking throughout the day; enjoy online & print highlights as an exhibitor
- **Opportunity to have a promotional item**, gift or message delivered to attendee rooms at the host hotel
- **Sponsor ribbon** for recognition on your event badge

"IDA provides tremendous value to its sponsors. Our firm has been a supporter of IDA for years, and this relationship has translated into returns that are much greater than our investments — both in bottom-line business terms as well as professional and personal development. The staff is very responsive and will work with you to figure out what best suits your needs and positions you for true, lasting success in the world of downtowns."

— CHRIS BEYNON, AICP, PRINCIPAL, MIG, INC.
$10,000 INVESTMENT

Annual Conference plus Spring Event Promotions

- Recognition as a District Advocate at one IDA spring event of your choice
- Logo on IDA spring event page and e-communications
- Company description in electronic communication for spring event (if submitted 4+ weeks prior to event)
- 2 complimentary registrations to attend the spring event and network with prospective and current clients
- Logo recognition on spring event signage, program and plenary screens

CHOOSE ONE EXCLUSIVE OPPORTUNITY:

- Breakout Room Greeter with table-top exhibit
- Branded gift distribution
- Closing Reception with table-top exhibit
- Program Advertisement
- Lunch
- Tour Day

Annual Conference Onsite Promotion: (select one)

- **Hydration Stations**: Have your message stand out with custom signage at water stations
- **Schedule-at-a-Glance**: RESERVED by Eco-Counter
- **Newcomers Reception**: RESERVED by Cube84
- **Morning Coffee**: Welcome attendees by providing sweet treats and beverages with an opportunity to present brief remarks welcoming attendees during break time (2 available)
- **Networking Break**: Welcome attendees by providing sweet treats and beverages with an opportunity to present brief remarks welcoming attendees during break time (2 available)

All Annual Conference Benefits listed below

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$5,000 INVESTMENT

Annual Conference Promotions:

- Your company logo on the IDA Strategic Partner webpage and highlighted on the general session screen
- A 35-word sponsor highlight in the Inspired by IDA e-newsletter with linked logo
- Exhibit space in the tradeshow, which is a high-traffic area to network, mingle and interact with city leaders; enjoy online and print highlights as an exhibitor
- One full-conference registration to network with attendees during IDA’s largest event of the year and one VIP Pass to the IDA Board of Directors event for access to the industry’s top leaders
- Recognition on event signage in prominent locations and your company name included on conference communications, event and post-conference resource webpages, and event app (if available)
- Your company logo highlighted on the general session screen and recognition from the podium.
- A quarter-page, color advertisement in the program distributed to all attendees
- Promotional flyer distributed to attendees at registration
- Sponsor ribbon for recognition on your event badge
$1,500 INVESTMENT*

Pre-conference tour options in Washington, DC for IDA’s 2019 Annual Conference & Tradeshow present an opportunity for you to support DC BIDs, share your work with a group of city leaders and start networking prior to the annual event. Tours will welcome up to 25 attendees and begin at 10:30 a.m. and conclude at 3 p.m. on October 27, 2019. Lunch and bus transportation within DC is included.

From Neglect to Vibrancy – Creating New Waterfront Neighborhoods through Planning and Partnerships
Tour the SWBID and the Capitol Riverfront BID to learn how vision, good planning and public investment leveraged the private redevelopment and transformation of formerly neglected waterfront areas into vibrant neighborhoods with robust mixes of residents, workers and recreational opportunities. Hear how the BIDs who manage these new areas knit together diverse stakeholder groups to guide development through unique park activations and design, events programming, economic development research and attraction and more.

Social Responsibility, Human Services and the Work of Business Improvement Districts
DC BIDs are at the forefront when it comes to integrating social responsibility into urban place management. First, visit the Capitol Hill BID and learn about the nationally-recognized workforce development program, “Ready, Willing and Working.” Next, visit the DowntownDC BID’s new Downtown Day Services Center, a single-access point for services for people experiencing homelessness. Lastly, visit DowntownDC’s operations center, where visitors will learn about the organization’s workforce and professional development efforts for their 80+ ambassadors.

Fueling Neighborhood Placemaking Efforts with Arts, Culture and Heritage in DC
Tour rain gardens, curated public art, heritage trails, neighborhood historic districts and more to see how vibrant and authentic places were created in Mount Vernon Triangle, Golden Triangle and Adams Morgan. This tour will explore how three unique neighborhood BIDs in DC have incorporated innovative design and art rooted in history and culture to successfully engage, support and grow the local community while creating a strong sense of place.

Reimagining Urban Parks for the 21st Century
Visit the Georgetown, Downtown DC and NoMa BIDs to learn how these organizations successfully navigate and nurture federal and local partnerships to create people-centered parks in some of the densest areas of the District. Learn about the role that these three DC BIDs have played in remaking — and in some cases creating — new parks in their districts. Explore the challenges and opportunities each has faced to design and manage downtown park spaces that are inclusive, welcoming and activated.

DC Tour Sponsorship Benefits

- **One tour registration** for a representative to network throughout the day
- **Remarks (2 minutes)** to welcome attendees and share about your company/organization
- **Recognition** on the IDA annual conference webpage
- **Recognition** as the sponsor in the tour confirmation email (text highlight)

*$1,500 Investment per tour; may sponsor one tour or multiple.

Contact Tracie Clemmer, Director of Corporate Relations at tracie@downtown.org for more information.
Thought Leadership & Lead Generation

- Collaborate with IDA on developing an appropriate topic, presenters, and key messaging for urban leaders
- Present a 60 minute webinar enabling your organization and key executives the opportunity to connect with key influencers of business districts nationwide
- Invite the IDA audience of district leaders, municipal decision makers, and urban place makers
- Opportunity to invite your clients/prospects on a complimentary basis and reinforce your image as a thought leader on a relevant topic to city leaders
- Obtain significant lead generation opportunities with district leaders that demonstrate an interest in the selected topic
- Publish an article in the Inspired by IDA e-newsletter to promote the webinar, provide additional information on the topic and include a direct web link to register
- During the webinar, poll downtown leaders on best practices/trends and use the data for marketing efforts and business development opportunities
- IDA will archive the recorded webinar and allow your company to promote it to future clients and prospects for 12 months
- Save 25% on a one-year IDA corporate membership allowing you to connect with district leaders

Marketing & Promotion

Your senior company representative will be introduced as an industry leader at the beginning of the webinar.

Your company will be featured prominently through a variety of channels including:

- Dedicated communications promoting your online event sent to IDA’s audience of 5,500 urban leaders
- Promotional highlights in the Inspired by IDA weekly e-newsletter prominently featuring your company and the webinar topic
- Webinar registration page will be co-branded conveying your expertise on the pre-approved topic
- A message sent to registrants post-event with related information, other opportunities and a link to the recorded webinar
- Presentation slides including your corporate logo, presenter’s photo and information on your company
- Your company logo and contact information will be highlighted on the IDA website, downtown.org

AN EXAMPLE OF HOW YOUR PRESENTATION CAN REACH A VARIETY OF CITY LEADERS

Business Leaders Want to Keep Downtown Safe During Revitalization Phase

TOPEKA (WIBW)—As revitalization comes to the downtown area, so do concerns about the potential for increased crime. Wednesday members of Downtown Topeka Inc., along with business leaders and property owners sat in on a webinar presented by the International Downtown Association. They learned about safety and security issues. WATCH NOW

“IDA webinars are always pertinent and informative. The speakers are engaging and present eye-opening content. After an IDA webinar, I find myself talking about it all day!”

— BETH ANNE MACDONALD, EXECUTIVE DIRECTOR OF DOWNTOWN SOMERVILLE ALLIANCE
$5,000 INVESTMENT

- **Pre, post and on-site recognition** as an Ambassador sponsor of the Emerging Leader Fellowship
- **Two VIP dinner passes** to network with IDA Fellows and podium recognition as a networking dinner host
- **Your company logo** on the IDA Strategic Partner webpage
- **Linked logo** on the IDA event page
- **A half-page ad** in the official program

The Emerging Leader Fellowship brings together a cohort of IDA professionals from within the urban district management industry. The fellows learn essential leadership and place management skills, and gain practical tools in the areas of place-based economic development, the live-work-play experience, and public-private partnerships. Develop relationships with the rising stars of IDA.

**JUNE 2020 | NEW YORK CITY**
A. Select a Marketing Package

Urban Champion
$50,000
$30,000

District Advocate
$25,000
$15,000

Ambassador
$10,000
$5,000

DC Tour Sponsorship
$1,500

Webinar Campaign
$10,000

Emerging Leader Fellowship
$5,000

B. Advertising
☐ Please send me the Media Kit
☐ Include my advertisement $____________________

C. Contact Information

Full Name

Title

Company

Address

City
State/Province
Postal Code

Country
Telephone

E-mail Address

Company Website

D. Payment Information

Submit payment with application (U.S. funds). Payable to: International Downtown Association.

Subtotal A + Subtotal B = TOTAL $____________________

Check enclosed (preferred) ☐

Please charge my ☐ Visa ☐ MasterCard ☐ AmEx in the amount of $____________________

Card Number
Exp. Date
CVN

Name (please print as it appears on card)

E. Agreement & Payment Authorization

I/we abide by all requirements, restrictions and obligations and accept the Terms & Conditions as posted on the IDA website, www.downtown.org. As benefits begin immediately, sponsorship cancellations are not permitted.

Exhibit space is secured when payment is received with priority to sponsors and the previous year’s exhibitors. Written cancellation of exhibit space prior to June 1, 2019, results in 50% return of the total fee. No paid fees are returned if cancelled on or after June 1, 2019. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages and claims.

Authorized Signature

Date

F. Submit Signed Form & Payment

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