2020 Spring Summit Sponsorships

UNIVERSITY & COLLEGE TOWN SUMMIT | IOWA CITY, IA: APRIL 1-3, 2020
WORLD TOWNS LEADERSHIP SUMMIT | CAPE TOWN, SOUTH AFRICA: MARCH 30 - APRIL 3, 2020
PLACEMAKING, OPERATIONS & SECURITY SUMMIT | DALLAS, TX: APRIL 22-23, 2020
ECONOMIC DEVELOPMENT SUMMIT | NORFOLK, VA: MAY 13-14, 2020

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PHOTO CREDIT: DOWNTOWN NORFOLK COUNCIL
Sponsorship of a Summit allows you access to an audience of district leaders and professional placemakers who want to learn about products and services that will help their districts thrive.

- Promote your products and services to urban leaders working to improve the urban core.
- Expand your business, strengthen your brand and gain access to IDA’s unique audience of city movers and shakers looking to invest in their communities.
- Network with downtown decision makers including district management organizations and local government leaders.
- Highlight your company as an industry partner at this highly visible event.

On average, each organization provides $1.2 million in services in their districts to help businesses thrive and to make the district a great place for workers, residents and visitors. The top 20 cities in the U.S. and Canada benefit from a combined investment of $500 million dollars in public space improvements financed by private sector assessments alone. The top 15 cities in the U.S. receive direct private investment of $400 million a year through BID assessments alone.

**REPRESENTATIVE ATTENDEE TITLE LIST**

<table>
<thead>
<tr>
<th>Community Outreach Manager</th>
<th>Executive Director</th>
<th>Placemaking Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Manager</td>
<td>Field Services Coordinator</td>
<td>President &amp; CEO</td>
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<tr>
<td>Director of Economic Development</td>
<td>Marketing and Communications Manager</td>
<td>Research Director</td>
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<tr>
<td>Director of Policy and Planning</td>
<td>Member Services Manager</td>
<td>Transportation Planner</td>
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<tr>
<td>Events and Program Director</td>
<td>Operations Director</td>
<td>Vice President, Public Safety</td>
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</tbody>
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**RECENT SPONSORS & EXHIBITORS**

- ABM
- Allied Universal Security Services
- Bannersaver
- BDS Planning & Urban Design
- Blachere Illumination
- Block by Block
- Bird
- CPS Energy
- CUBEx4
- Downtown Decorations
- Duke Energy/CityPost
- Earthplanter
- Eco-counter
- Geocentric
- Google
- Ice Rink Events
- ICSC
- IKE Smart City
- LARISA Ortiz Associates
- May Mobility
- MIG
- PAPE-Dawson Engineers
- The Portland Lod
- PUMA
- Saltwater Software
- Sky Connect Networks
- Springboard
- STANTEC
- Street Graffiti Solutions
- StreetPlus
- Victor Stanley
- Weston Stanley
URBAN CHAMPION
$7,000 INVESTMENT

CHOOSE ONE EXCLUSIVE OPPORTUNITY

**Breakfast Plenary**
Welcome attendees as they gather the first morning and introduce your company! Enjoy two-minute stage remarks and the benefits below.

**Lunch Plenary**
Say hello to current clients and introduce your company to new prospects by addressing this powerful audience of attendees! Enjoy two-minute stage remarks and the benefits below.

**Demonstration Space**
Capture this unique audience while they gather to learn best practices by showing attendees your innovative solutions! Answer questions and capture leads to help you develop your business, and enjoy the benefits below.

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**PRE, POST AND ON-SITE RECOGNITION AS A SUPPORTER**

- Offer for attendees to set up appointments with you through an IDA electronic communication (if submitted 8+ weeks prior to event).
- Podium recognition of your support by IDA leadership during the event.
- 4 complimentary registrations to attend the event and network with prospective and current clients.
- Linked logo on IDA event page and e-communications.
- Company description in electronic communication (if submitted 4+ weeks prior to event).
- Logo recognition on event signage and program.
- Company logo highlighted on plenary screens.
CHOOSE ONE EXCLUSIVE OPPORTUNITY

**Breakout Room Host with Table-Top Exhibit**
Your company will have exclusive naming rights of the breakout space. Welcome speakers and guests as they enter the space, and offer promotional materials, snacks or amenities.

**Opening Reception**
Enjoy a table-top exhibit at the opening reception plus program and signage recognition as you network with attendees during the opening social event.

**Confirmation Message**
Get a head start introducing your company through a customized message delivered to attendees as they register to attend the Forum.

**Closing Reception with Table-Top Exhibit**
Close the deal with relationships developed throughout the forum while attendees gather to socialize before heading home.

**Program Advertisement**
Be the sole advertiser in the official program given to each attendee for their use throughout the Forum.

**Tour Day**
Enjoy meaningful participation as attendees explore the area and start making connections early; customized based on your goals.

**Welcome Desk**
Be the first to greet attendees and offer refreshments at the welcome desk near registration.

**Branded Gift**
Leave a lasting impression with a gift upon arrival that attendees can take home.

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PRE, POST AND ON-SITE RECOGNITION AS A SUPPORTER

- Logo on IDA event page and e-communications.
- Company description in electronic communication (if submitted 4+ weeks prior to event).
- 2 complimentary registrations to attend the event and network with prospective and current clients.
- Logo recognition on event signage and program.
- Company logo highlighted on plenary screens.
AMBASSADOR
$2,500 INVESTMENT

PRE, POST AND ON-SITE RECOGNITION AS A SUPPORTER

- Company logo recognition on event webpage.
- Company name recognition in program and e-communications.
- Company name highlighted on event signage and plenary screens.
- One (1) full conference registration to participate and network with attendees.

FRIEND
$1,000 INVESTMENT

ON-SITE RECOGNITION AS A SUPPORTER

- Organization/company name recognized as a supporter in the attendee program.
2020 Spring Summit Sponsorship Application

A. Select a Marketing Package

☐ Urban Champion: $7,000 Investment (choose one)
   - Breakfast Plenary
   - Lunch Plenary
   - Demo Space

☐ District Advocate: $5,000 Investment (choose one)
   - Opening Reception
   - Closing Reception
   - Breakfast Room Host
   - Branded Gift
   - Program Ad
   - Welcome Desk
   - Confirmation Message

☐ Ambassador: $2,500 Investment

☐ Friend: $1,000 Investment

B. 2020 Spring Event

☐ University & College Town Summit
☐ World Towns Leadership Summit
☐ Placemaking / Operations Summit
☐ Economic Development Summit

C. Event Registration | Please list staff name, title, and e-mail address (not included in Friend)

1. 
2. 

D. Contact Information

Full Name ____________________________
Title ____________________________
Company ____________________________
Address ____________________________
City ____________________________ State/Province ____________________________ Postal Code ____________________________
Country ____________________________ Telephone ____________________________
E-mail Address ____________________________
Company Website ____________________________

E. Payment Information

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

TOTAL $ ____________________________

Check enclosed (preferred) ☐

☐ Visa ☐ MasterCard ☐ AmEx in the amount of $ ____________________________

Name (please print as it appears on card) ____________________________

Authorized Signature ____________________________

Date ____________________________

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.

If exhibit space is included, exhibit space is secured when payment is received with priority to sponsors and the previous year’s exhibitors. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the Venue premises and will indemnify, defend, and hold harmless the Venue, 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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