West Coast Urban District Forum
2020 Sponsorships

MARCH 11-13: SAN JOSE, CA
REVISED 10.21.19
DEADLINE 02.05.20
Sponsorship of the West Coast Urban District Forum 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.

$2.5M+

50% OF ORGANIZATIONS HAVE A BUDGET OVER $2.5 MILLION

91%

OF ATTENDEES ARE FROM CALIFORNIA

REPRESENTATIVE ATTENDEE TITLE LIST

COMMUNITY OUTREACH MANAGER
DOWNTOWN MANAGER
DIRECTOR OF ECONOMIC DEVELOPMENT
DIRECTOR OF POLICY AND PLANNING
EVENTS AND PROGRAM DIRECTOR

EXECUTIVE DIRECTOR
FIELD SERVICES COORDINATOR
MARKETING AND COMMUNICATIONS MANAGER
MEMBER SERVICES MANAGER
OPERATIONS DIRECTOR

PLACEMAKING MANAGER
PRESIDENT & CEO
RESEARCH DIRECTOR
TRANSPORTATION PLANNER
VICE PRESIDENT, PUBLIC SAFETY

RECENT SPONSORS & EXHIBITORS

ABM
ALLIED UNIVERSAL SECURITY SERVICES
BANERSAVER
BDS PLANNING & URBAN DESIGN
BLACHERE ILLUMINATION
BLOCK BY BLOCK
BIRD
CPS ENERGY
CUBE84
DOWNTOWN DECORATIONS
DUKE ENERGY/CITYPOST
EARTHPLANTER
ECO-COUNTER
ECOCENTRIC
GOOGLE
ICE RINK EVENTS
ICSC
IKE SMART CITY
LARISA ORTIZ ASSOCIATES
MAY MOBILITY
MIG
PAPE-DAWSON ENGINEERS
THE PORTLAND LOO
PUMA
SALTWATER SOFTWARE
SKY CONNECT NETWORKS
SPRINGBOARD
STANTEC
STREET GRAFFITI SOLUTIONS
STREETPLUS
VICTOR STANLEY
WESTON URBAN
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

**URBAN CHAMPION**
$10,000 INVESTMENT

**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.
### CHOOSE ONE EXCLUSIVE OPPORTUNITY

<table>
<thead>
<tr>
<th>Breakout Room Host with Table-Top Exhibit</th>
<th>Opening Reception</th>
<th>Confirmation Message</th>
<th>Closing Reception with Table-Top Exhibit</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>Enjoy a tabletop exhibit at the opening reception plus program and signage recognition as you network with attendees during the opening social event.</td>
<td>Get a head start introducing your company through a customized message delivered to attendees as they register to attend the Forum.</td>
<td>Close the deal with relationships developed throughout the forum while attendees gather to socialize before heading home.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Advertisement</th>
<th>Tour Day</th>
<th>Welcome Desk</th>
<th>Branded Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be the sole advertiser in the official program given to each attendee for their use throughout the Forum.</td>
<td>Enjoy meaningful participation as attendees explore the area and start making connections early; customized based on your goals.</td>
<td>Be the first to greet attendees and offer refreshments at the welcome desk near registration.</td>
<td>Leave a lasting impression with a gift upon arrival that attendees can take home.</td>
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</tbody>
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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.
West Urban District Forum
2020 Sponsorship

A. Select a Marketing Package

☐ Urban Champion: $10,000 Investment
Choose one:
☐ Breakfast Plenary  ☐ Lunch Plenary  ☐ Demo Space

☐ District Advocate: $5,000 Investment
Choose one:
☐ Opening Reception  ☐ Closing Reception  ☐ Breakout Room Host
☐ Branded Gift  ☐ Program Ad  ☐ Welcome Desk
☐ Tour Day  ☐ Confirmation Message

☐ Ambassador: $2,500 Investment

☐ Friend: $1,000 Investment

B. Event Registration
<table>
<thead>
<tr>
<th>Please list staff name, title, and e-mail address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. __________________________________________</td>
</tr>
<tr>
<td>2. __________________________________________</td>
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</tbody>
</table>

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.

TOTAL $ ________

Check enclosed (preferred) ☐
Please charge my ☐ Visa  ☐ MasterCard  ☐ AmEx in the amount of $ ____________

Name (please print as it appears on card) ____________________________ / __________

Card Number  CVN  Exp. Date  Billing Postal Code

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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