IDEAS FOR SUCCESS

INCLUDE IDA IN YOUR GROWTH STRATEGY TO TARGET YOUR CORE AUDIENCE

JANUARY 2020
Reach your core audience.

You will no longer struggle with ineffective outreach and connections. With an audience of 7,700+ IDA helps you get in front of the right people.

We can help you engage through IDA’s trusted platform of events, research, webinars, downtown services directory, member networking site and other tools as we inspire thriving city centers and urban neighborhoods.

IDA is at the intersection of great ideas and the action needed by city leaders to make things happen. Let us be your growth partner.

Achieve Strategic Growth that Increases Market Share

You want to reach more prospects. We help your product, solution or program gain the awareness it needs to get implemented.
CORPORATE PARTNERSHIPS

Meet your business objectives. Strategically.

IDA’s trusted platform can help you efficiently gain brand awareness and access to decision makers. A customized partnership is crafted to promote your solution and help reach your goals.

Our multi-prong approach may include directly accessing the board of directors, presenting on key issues led by IDA and your organization’s leadership, engaging city leaders through a creative experience, establishing a best practice or surveying members to gain information to learn what is valuable to the industry so your business soars.

In addition to the traditional benefits of sponsorship included in your partnership, you will receive the opportunity for a staff training, delivery and distribution of key messages, annual membership, first look at RFPs before they are released online and prominent recognition alongside member tools.

Having worked with hundreds of businesses in the private sector, we’ve been able to clear the path to successful awareness and adoption of their solutions in countless urban centers, thus creating new business that helps to improve urban landscapes. IDA’s Thought Leaders Circle investment is $35,000-$50,000 USD. Multi-year action plans are available.

Let us help you reach your goals and elevate your position in urban centers.

Schedule an exploratory call today.

Tracie Clemmer,
Director of Corporate Relations
tracie@downtown.org
In addition to the City Builders package benefits, you will receive:

- One (1) senior representative to give remarks during your co-hosted event ($50,000 only)
- Designated IDA webpage prominently recognizing research/promotional campaign; includes appropriate content, videos, presentations, etc. ($50,000 only)
- List of attendees so you can easily follow-up after the Annual Conference ($50,000 only)
- Unlimited usage rights to a specially designed IDA Partner logo to elevate your credibility among this audience of city leaders on a year-round basis
- IDA homepage recognition as part of the esteemed Thought Leaders Circle. Your linked logo, company description and contact information on the Partner webpage
- One (1) year IDA membership for directory and networking site access
- Quotes on an issue or topic from IDA Leadership to strengthen your efforts
- One (1) electronic message sent to the entire membership (pre-approved and distributed by IDA)
- Customized training session for your business development or marketing staff on BIDs and this industry
- Right to reach district leaders with key messages through a one-time direct mail to the entire membership
- e-Newsletter advertisement
- Notice of RFPs, introductions and other pertinent opportunities
- Additional four-month IDEA Connection (member networking site) rotating advertisement (6-month total) to be highlighted as members post questions and share information online 24/7
- Top-tier spring event recognition and four registrations to attend a spring event of your choosing
- Brief remarks from the stage or as a session speaker (pre-approved) so attendees at the largest event of the year hear your message
- Two additional full-conference registrations and VIP passes (4 total) to network with district leaders
- Two (2) tour passes
- Upgraded recognition on event signage and a direct link to your chosen webpage included on conference communications, event webpage and conference app (if available)
- Upgrade to a full-page, color advertisement in the program distributed to all attendees
- Distribution of corporate promotional material (flyer, brochure, catalog, publication, etc.) and a branded gift to attendees

INVESTMENT:
$35,000-$50,000 USD

INCLUDES:
CHOICE OF
THOUGHT LEADERS
EXCLUSIVE PROMOTION
THOUGHT LEADERS
PACKAGE BENEFITS
ALL CITY BUILDERS
PACKAGE BENEFITS
LEARN ABOUT AND RESERVE AN EXCLUSIVE PROMOTION

- e-Registration Confirmation Message
- Welcome/Registration Desk
- Annual Conference Program
- Engagement Screen, Charging or Sanitizing Station
- Sidewalk Chalk Art & Advertisement
- Board & VIP Reception
- Walking Balloon Advertising & Literature Distribution

- Newcomers Reception
- Branded Lunch/Dining Cards for Attendees
- Transportation with Bus Headrest Ads
- Hotel Keycards
- Tradeshow Cocktail Reception
- Lunch & Learn
- Branded Event Ambassadors
- Branded Notepads
- Golf Outing

INVESTMENT:
$20,000 USD

INCLUDES:
CHOICE OF CITY BUILDERS EXCLUSIVE PROMOTION
CITY BUILDERS PACKAGE BENEFITS
ALL PLACE ENHANCER PACKAGE BENEFITS

PACKAGE BENEFITS

In addition to the Place Enhancer benefits, you will receive:

- Promotion to a network of 7,700+ prospects throughout the year; your linked logo and contact information is featured on IDA’s website to enhance credibility
- IDA Sponsor logo usage rights to show clients you support the industry
- Recognition from IDA leadership during a general session with your senior company representative on stage
- Upgrade to a half-page program advertisement
- A 50-word sponsor highlight in the IDA e-newsletter with linked logo
- A senior company executive to introduce session speakers to position your company as an industry leader

- An additional full-conference Registration and VIP Pass to the Board of Directors reception (2 total)
- Upgrade to a larger exhibit space with priority selection in the tradeshow; enjoy online and print highlights as an exhibitor
- Upgraded logo recognition on Annual Conference marketing, event webpage and signage
- Ability to include a company brochure or promotional gift for distribution to attendees
- Opportunity to have a promotional item, gift or message delivered to attendee rooms
- Two-month IDEA Connection (member networking site) rotating advertisement highlighted as members post questions and share information online 24/7
- Save 50% on a one-year IDA corporate membership allowing you to connect with district leaders
PLACE ENHANCERS

INVESTMENT:
$5,000 USD

INCLUDES:
PLACE ENHANCER PACKAGE BENEFITS

INVESTMENT:
$10,000 USD

INCLUDES:
- CHOICE OF ANNUAL CONFERENCE PROMOTION
- CHOICE OF SPRING EVENT OR FELLOWSHIP PROMOTION
- ALL PLACE ENHANCER PACKAGE BENEFITS

PACKAGE BENEFITS

Let us help you drive growth by promoting your solution to a network of 7,700+ prospects throughout the year.

- Your logo is featured on IDA’s website to enhance credibility while you enjoy sponsor logo usage rights to show clients you support the industry
- One full-conference registration to meet prospects face-to-face 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
- VIP pass to the IDA Board of Directors evening reception for access to the industry’s top leaders
- Exhibit space in the tradeshow, a high-traffic area to network with city leaders; enjoy online and print highlights as an exhibitor

- Promotional flyer distributed to all attendees
- Your company name on all conference e-communications distributed to 7,700+ prior to, during, and post Annual Conference
- Recognition on event signage in prominent locations and supporter listing in the event app (if available)
- Your company logo highlighted on the general session screen and podium recognition from IDA leadership
- Quarter-page, color advertisement in the conference program
- Sponsor ribbon for recognition on your event badge
- A 35-word sponsor highlight in the IDA e-newsletter with linked logo ($10,000 only)

- Schedule-at-a-Glance: Recognition in the handy guide enabling attendees to quickly see where they should be and what’s happening next
- Morning Coffee: Welcome attendees with a cup of joe to start their day
- Hydration Stations: Everyone needs water! Your message is communicated to attendees as they quench their thirst
- Networking Break: Be remembered by providing a sweet treat and beverages
- Water Bottles: Be the company that helps hydrate throughout the event and long after by providing your company’s reusable water bottles to attendees

- Conference App: Enjoy pre-conference promotions and highlights through on-site signage
INVESTMENT: $10,000 USD

INCLUDES:
- CHOICE OF ANNUAL CONFERENCE PROMOTION
- CHOICE OF SPRING EVENT OR FELLOWSHIP PROMOTION
- ALL PLACE ENHANCER PACKAGE BENEFITS

**SPRING EVENT OR EMERGING LEADER FELLOWSHIP BENEFITS (Included in $10k package)**

Access an audience of city leaders who want to learn about products and services that will help their districts thrive.

- **Two registrations** to a spring event of your choice or two Fellowship dinner passes to network with prospective and current clients one evening
- **Confirmation Message**: get a head start introducing your company through a customized message delivered to spring event attendees as they register
- **Program Advertisement**: be the sole advertiser in the official program given to each attendee at a spring event
- **Welcome Desk**: greet attendees and offer a refreshment as they arrive for an IDA spring event
- **Promotion** alongside the Emerging Leader Fellowship and half-page program ad to strategically position your company as the rising stars of the industry gather in NYC for a week-long training
- **Company description** in an e-communication (if submitted 4+ weeks prior to event)
- **Logo recognition** on event page, e-communications, signage, program and plenary screens

**CHOICE OF EXCLUSIVE SPRING EVENT OR FELLOWSHIP PROMOTION (Included in $10k package)**

- **Breakout Room Host with Table-top Exhibit**: exclusive naming rights to a breakout space for a spring event; welcome speakers and guests and offer amenities or take-aways
- **Confirmation Message**: get a head start introducing your company through a customized message delivered to spring event attendees as they register
- **Program Advertisement**: be the sole advertiser in the official program given to each attendee at a spring event
- **Welcome Desk**: greet attendees and offer a refreshment as they arrive for an IDA spring event
- **Promotion** alongside the Emerging Leader Fellowship and half-page program ad to strategically position your company as the rising stars of the industry gather in NYC for a week-long training

“IDA has helped my company grow through the relationships we have developed with members over the years. The relationship building, marketing opportunities, and the knowledge we gain are reasons we invest in IDA. They help us launch new products and bring awareness to a much larger audience. The time and money we have invested with the IDA, is one of the best investments we have ever made.”

TED PETERSON, PRESIDENT, DOWNTOWN DECORATIONS, INC.
Create, host and present a co-branded webinar to showcase your solutions and how they impact or enhance urban places.

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 placemakers as well as your clients and prospects to reinforce your image as a thought leader
- Obtain significant lead generation opportunities with district leaders that demonstrate an interest in the selected topic
- During the webinar, poll downtown leaders on best practices/trends and use the data for marketing efforts and business development opportunities
- Your recorded webinar will be available for free online to continue promotion of your key messages 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 7,700+ urban leaders
- Promotional highlights in the 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 highlighted on the IDA Partner webpage on downtown.org
Value.

Looking to launch a new solution?
IDA connects you to local market experts who can ensure you go down the right path. Members are early adopters and are eager to learn about place enhancing products and innovative services.

Trying to capture more market share?
Let IDA help you get the word out effectively and efficiently. We take the guess work out and replace it with a strategic plan based on your goals.

“IDA provides tremendous value to its sponsors. Our firm has been a supporter of IDA for years, and this relationship has translated into returns much greater than our investments — both in bottom-line business 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 and city centers.”

CHRIS BEYNON, AICP, PRINCIPAL, MIG, INC.
IDA 2020 Events

West Coast Urban District Forum
San Jose, CA
March 11-13

World Towns Leadership Summit
Cape Town, South Africa
March 30-April 3

University & College Town Summit
Iowa City, IA
April 1-3

Placemaking, Operations & Security Summit
Dallas, TX
April 22-23

Economic Development Summit
Norfolk, VA
May 13-14

Annual Conference & Tradeshow
Tampa, FL
October 14-16, 2020

RECENT SUPPORTERS
Allied Universal Security Services
BannerSaver
Block by Block
Creos
Cube84
Eco-Counter
EarthPlanter
Google
Ice Rink Events
ICSC
IKE Smart City
MIG
Saltwater Software
Stagehand
Stantec
Streetsense
Victor Stanley
A. Select a Marketing Package (please indicate Promotion Selections)

- THOUGHT LEADERS CIRCLE
  - $50,000
  - $35,000

- CITY BUILDERS
  - $20,000

- PLACE ENHANCERS
  - $10,000
  - Annual Conf. Selection:
    - Spring/Fellowship Promo.: ________

- PLACE ENHANCERS
  - $5,000

- WEBINAR CAMPAIGN
  - $10,000
  - Preferred Month: ________

B. Media and Marketing

- Please send me the Media Kit
- Please send me Membership Information

C. Contact Information

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<th>Title</th>
<th>Company</th>
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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 $ ________

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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, and agree to receive IDA communications. As benefits begin immediately, sponsorship cancellations are not permitted.

Authorized Signature __________________ Date ___________

F. Submit Signed Form & Payment

Mail to: IDA, 910 17th St., NW, Suite 1050, Washington, DC 20006
Questions? Contact Tracie Clemmer, Director of Corporate Relations tracie@downtown.org or VM 202.798.5918