



INSPIRED LEADERS  
SHAPING CITIES

# ONLINE EVENT SPONSORSHIPS

RELEASED MAY 2020

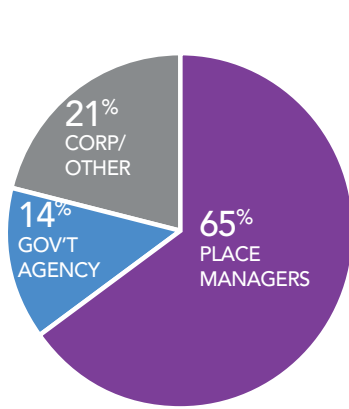


# Reach your core audience.

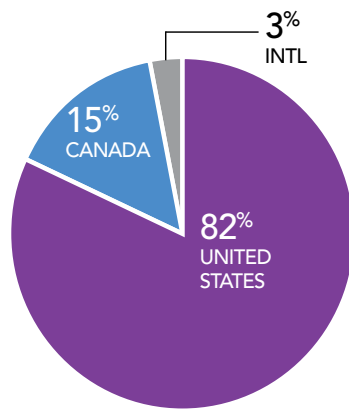
You will no longer struggle with ineffective outreach and connections. With an audience of 7,700+ IDA helps you get in front of the right people.

We can help you engage through IDA's trusted platform of online 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.



MEMBERS BY CATEGORY



MEMBERS BY COUNTRY

**\$2.26M**  
AVERAGE REVENUE

**43%** BUDGETS  
\$1M+



**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.

## ADVANCING PLACES ONLINE SERIES SPONSORSHIPS

**INVESTMENT**  
\$6,000 USD

### NEW MONTHLY WEBINAR SPONSORSHIP

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Enjoy access for a full month! Share about your services and solutions alongside IDA webinars throughout the month to gain awareness and keep top of mind.

- Share your story through special messaging to this unique network (4; every Wednesday)
- Two social media posts to extend key messages (includes link, hashtags and image)
- Recognition via logo and web link on registration page and weekly outreach (4; every Tuesday)
- Name, statement of services and web link in the confirmation email to all webinar registrants that month
- Brief introduction of company solutions during the webinars with opening slide showcasing logo, statement of services and website (4; every Friday)
- Opportunity for inclusion of company brochure, video or tip sheet sent to registrants with webinar recording as a post-webinar follow-up (4; every Monday)
- Continued delivery of your message as the recorded webinars are available online

### NEW SPONSOR A WEBINAR (OR TWO!)

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Content is king; align your services with an online learning session to gain exposure and build your lead list.

**INVESTMENT**  
\$2,000 USD  
per webinar

- Enjoy early outreach with your company name, statement of services and web link in the confirmation email to all registrants of the webinar you choose
- Your company logo and web link will be included in weekly e-marketing leading up to the online event and webinar registration page
- Briefly introduce your company solutions during the webinar with opening slide showcasing logo, statement of services and website
- Continued delivery of your message as the recorded webinars are available online

Interesting in presenting? Review the benefits of the co-branded webinar campaign.

# ONLINE PRESENTATION & WEBINAR CAMPAIGN

**INVESTMENT**  
\$10,000 USD

LIMITED TO SIX  
ANNUALLY

Create, host and present a co-branded webinar to showcase your solutions and how they impact or enhance urban places.

## THOUGHT LEADERSHIP & LEAD GENERATION

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- 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

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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](http://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.**

# 2020 Sponsorship Application

INTERNATIONAL DOWNTOWN ASSOCIATION



## A. Select a Package

ADVANCING  
PLACES  
MONTHLY  
SPONSORSHIP  
☐ \$6,000

SPONSOR AN  
ADVANCING  
PLACES WEBINAR  
☐ \$2,000 ( x \_\_\_\_ )

WEBINAR  
CAMPAIGN  
☐ \$10,000

## B. Media and Marketing

- ☐ Please send me Membership Information  
☐ Please send me the Media Kit or reserve ad space \_\_\_\_\_

## 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
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- ☐ Check Enclosed (preferred) ☐ Please charge my:  
☐ Visa ☐ MasterCard ☐ AmEx in the amount of \$ \_\_\_\_\_

Card Number

CVN

Exp. Date

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](http://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](mailto:tracie@downtown.org) or VM 202.798.5918