



INSPIRED LEADERS
SHAPING CITIES

IDEAS FOR SUCCESS

INCLUDE IDA IN YOUR GROWTH STRATEGY
TO TARGET YOUR CORE AUDIENCE

JUNE 2022

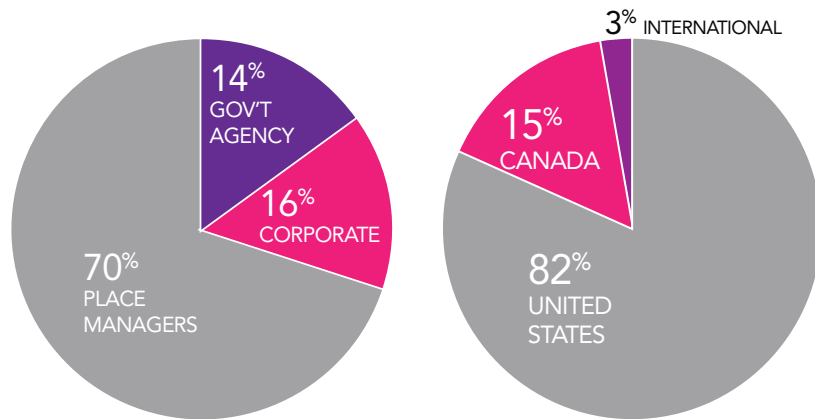


Reach your core audience.

You will no longer struggle with ineffective outreach and connections. With an audience of 7,600+ 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.



\$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.

THOUGHT LEADERS CIRCLE

"We love collaborating with 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;
**STANTEC'S URBAN
PLACES**

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.

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.

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. IDA's Thought Leaders Circle investment is \$40,000+ USD.

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

THOUGHT LEADERS CIRCLE

INVESTMENT:

\$40,000 USD STARTING POINT

INCLUDES:

EXCLUSIVE PROMOTION

THOUGHT LEADERS PACKAGE
BENEFITS

ALL CITY BUILDERS PACKAGE
BENEFITS

THESE BENEFITS WILL BE ADDED TO YOUR CUSTOMIZED PARTNERSHIP

- One (1) electronic message sent to the entire membership (pre-approved and distributed by IDA)
- Designated IDA webpage prominently recognizing research/promotional campaign; includes appropriate content, videos, presentations, etc. (\$50,000 only)
- One (1) senior representative to give remarks during your co-hosted event (\$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
- 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
- 65-word company highlight with linked logo distributed to the IDA network
- Early 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 recognition to the rising stars of the industry through the Emerging Leader Fellowship program
- Brief remarks from the stage or as a session speaker (pre-approved) so attendees at the annual event of the year hear your message
- Two additional full-conference registrations and VIP passes (4 total) to network with district leaders during the annual event
- Two (2) tour passes
- Upgraded recognition on event signage, conference communications and a direct link to your chosen webpage included on event webpage and conference app (if available)
- Sponsor profile in the conference event app
- Distribution of corporate promotional material printed on recycled paper and a sustainable branded gift to attendees

CITY BUILDERS

INVESTMENT:
\$25,000 USD

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

RESERVE AN EXCLUSIVE PROMOTION

ANNUAL CONFERENCE

- e-Registration Confirmation Message
- ~~Welcome/Registration Desk~~ [RESERVED]
- ~~Board & VIP Event~~ [RESERVED]
- Sanitizing Station
- Engagement Screen or Charging Station
- Awards Program
- Transportation with Bus Headrest Ads
- ~~Hotel Keycards~~ [RESERVED]
- Lunch & Learn
- Branded Notepads
- Golf Outing
- ~~Welcome Reception for First Time Attendees~~ [RESERVED]
- Marketplace Cocktails

PACKAGE BENEFITS

- Promotion to a network of 7,600+ prospects throughout the year; your linked logo and contact information is featured on IDA's website
- 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
- A 50-word sponsor highlight with linked logo distributed to the IDA network
- 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)
- Table-top exhibit in the Marketplace; enjoy online and app highlights as an exhibitor
- Upgraded logo recognition on Annual Conference marketing, event webpage and signage
- Sponsor profile in the conference event app
- Ability to include a flyer or postcard printed on recycled paper or a sustainable 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
- Save 50% on a one-year IDA corporate membership allowing you to connect with district leaders

RESEARCH & EDUCATION

- Benchmark Report
- Webinar Track (Choice of 4 Topics)
- Top Issues Council
 - Placemaking
 - Homeless Services
 - Entrepreneurship Programs
 - ~~Parking and Mobility~~ [RESERVED]

WEST COAST URBAN DISTRICT FORUM

- ~~Opening Reception~~ [RESERVED]
- ~~Networking Mixer~~ [RESERVED]
- ~~Program Ad~~ [RESERVED]
- ~~e-Registration Confirmation Message~~ [RESERVED]
- Branded Gift
- Welcome / Registration Desk
- Tour Day

PLACE ENHANCERS

INVESTMENT:
\$12,000 USD

INCLUDES:
EXCLUSIVE PROMOTION
PLACE ENHANCER
PACKAGE BENEFITS

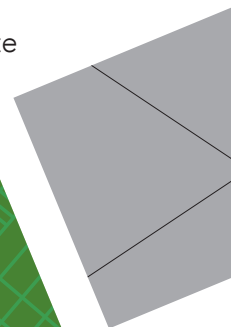
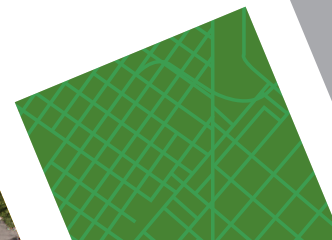
PACKAGE BENEFITS

Let us help you drive growth by promoting your solution to a network of 7,600+ prospects throughout the year.

- Your linked logo is featured on IDA's website 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
- VIP pass to the IDA Board of Directors event for access to the industry's top leaders
- Table-top exhibit in the Marketplace; enjoy online and app highlights as an exhibitor
- Sponsor profile in the conference event app
- Your company name on all conference e-communications distributed to 7,600+ 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
- Sponsor ribbon for recognition on your event badge
- A 35-word sponsor highlight with linked logo distributed to the IDA network

CHOICE OF EXCLUSIVE PROMOTION

- **Exhibit Upgrade [RESERVED]**
Swap your exhibit to a double booth in the Marketplace
- **Service Advisory Session [RESERVED]**
A 60-minute presentation or group discussion built into the conference agenda (may include a short demo of your service or product)
- **e-Newsletter Advertisement ONLY 1 SPACE LEFT!**
A weekly touch point to stay top of mind for three (3) consecutive months
- **Morning Coffee:** Welcome attendees with a cup of joe to start their day
- **Networking Break:** Be remembered by providing a sweet treat and beverages
- **Hydration Stations:** Everyone needs to hydrate! Your message is communicated to attendees as they quench their thirst
- **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 promotion and highlights through on-site signage with login instructions





INVESTMENT:
\$5,000 USD

INCLUDES:
EXCLUSIVE PROMOTION
AMBASSADOR PACKAGE
BENEFITS

PACKAGE BENEFITS

- 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
- VIP pass to the IDA Board of Directors event for access to the industry's top leaders
- Your company name on all conference e-communications distributed to 7,700+ prior to, during, and post Annual Conference
- Sponsor profile in the conference event app
- Recognition on event signage in prominent locations and supporter listing in the event app
- Your company logo highlighted on the general session screen and podium recognition from IDA leadership
- Sponsor ribbon for recognition on your event badge
- A 35-word sponsor highlight with linked logo distributed to the IDA network

CHOICE OF EXCLUSIVE PROMOTION

- ~~Exhibit Space~~ **[RESERVED]**
Network with city leaders; enjoy online and app highlights as an exhibitor
- **Social Media Posts:** Share your message(s) through four (4) social media posts (one per week across the month of your choice)

"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.**

DIGITAL OUTREACH SPONSORSHIPS

INVESTMENT
\$6,000 USD

INVESTMENT
\$2,000 USD

INVESTMENT
\$3,500 USD

FOUR-WEEK WEBINAR SPONSORSHIP

Enjoy promotion alongside four (4) of IDA's webinars across two months for continuous messaging. Share your services and solutions to gain awareness and keep top of mind.

- Share your story through special messaging to this unique network (4; Wednesdays)
- 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; Tuesdays)
- 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; second and fourth Fridays)
- Opportunity for inclusion of company brochure, video or tip sheet sent to registrants with webinar recording as a post-webinar follow-up (4; Mondays)
- Continued delivery of your message as the recorded webinars are available online

SPONSOR A WEBINAR

Content is king; introduce your services to gain exposure and build your lead list.

- 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
- Inclusion of company website or resource sent to registrants as a post-webinar follow-up
- Continued delivery of your message as the recorded webinars are available online

CEO MEETING SPONSORSHIP

Share your company's solutions through video remarks during one of the monthly CEO meetings (one minute).

- This introduction must be content-rich, clearly stating how your solution helps city leaders and can be live or recorded
- Inclusion of your company's message, logo and web link in the email invitation distributed to the CEO audience

ONLINE PRESENTATION & WEBINAR CAMPAIGN

INVESTMENT
\$10,000 USD

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.**

2022 Sponsorship Application

INTERNATIONAL DOWNTOWN ASSOCIATION



INSPIRED LEADERS
SHAPING CITIES

A. Select a Package

THOUGHT LEADERS CIRCLE <input type="checkbox"/> \$50,000 USD <input type="checkbox"/> \$40,000 USD Promotion Selection: _____	CITY BUILDERS <input type="checkbox"/> \$25,000 USD Promotion Selection: _____	PLACE ENHANCERS <input type="checkbox"/> \$12,000 USD Promotion Selection: _____	AMBASSADORS <input type="checkbox"/> \$5,000 USD Promotion Selection: _____	WEBINAR (IN USD) <input type="checkbox"/> \$10,000 (CAMPAIGN) <input type="checkbox"/> \$6,000 (4-WEEKS) <input type="checkbox"/> \$3,500 (CEO) <input type="checkbox"/> \$2,000 (1-WEEK)	TABLE-TOP EXHIBIT <input type="checkbox"/> \$2,500 USD
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B. Membership

☐ Please send me Membership Information

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 \$ _____

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, 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: International Downtown Association, 1275 K Street NW, Suite 1000, Washington, DC 20005
Questions? Contact Tracie Clemmer, Director of Corporate Relations
tracie@downtown.org or VM 202.798.5918