



**INSPIRED LEADERS
SHAPING CITIES**

IDEAS FOR SUCCESS

**INCLUDE IDA IN YOUR GROWTH STRATEGY
TO REACH YOUR TARGET AUDIENCE**

JANUARY 2023

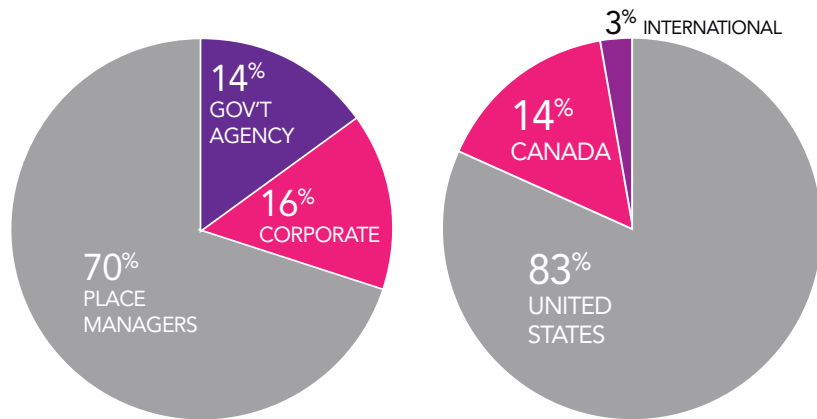


Reach your core audience.

You will no longer struggle with ineffective outreach and connections. With an audience of 8,200+ 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.



\$813M

REVENUE TOP 20 CITIES

\$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 IDA membership (pre-approved and distributed by IDA)
- 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
- Company profile with description and tags in the Downtown Services Directory accessible on IDA's website
- 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)
- Distribution of corporate promotional material (flyer, brochure, catalog, publication, etc.) and a branded gift to attendees

RESERVE AN EXCLUSIVE PROMOTION

- Invite CEOs to attend a sponsored virtual conversation with you to get feedback on a topic of interest that supports your business development.
- Sponsor a special speaker at an invitation-only event for a unique segment of IDA leaders such as the Emerging Leader Fellowship cohort, Certified Leaders in Place Management or large-city top executives.
- Research or Promotional campaign (\$50,000 only)
 - Designated IDA webpage prominently recognizing research/promotional campaign; includes appropriate content, videos, presentations, etc.
 - One (1) senior representative to give remarks during your co-hosted event

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
- Lunch & Learn [DAY 1 OF 2 RESERVED]
- Hotel Keycards
- Downtown Achievement Awards Program
- Welcome/Registration Desk [RESERVED]
- Board & VIP Event [RESERVED]
- Sanitizing Station
- Engagement Screen or Charging Station
- Transportation with Bus Headrest Ads

SPRING EVENT: WEST COAST URBAN DISTRICT FORUM, ECONOMIC DEVELOPMENT SUMMIT OR PLACEMAKING, OPERATIONS & SECURITY SUMMIT

- Opening Reception or Networking Mixer
- Program Ad
- e-Registration Confirmation Message
- Branded Gift
- Welcome Desk
- Tour Day

RESEARCH & EDUCATION OPTIONS (SEE NEXT PAGE)

PACKAGE BENEFITS

- Promotion to a network of 8,200+ 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 senior company executive to introduce session speakers to position your company as an industry leader
- Double exhibit space with priority selection; enjoy online and app highlights as an exhibitor
- An additional full-conference Registration and VIP Pass to the Board of Directors reception (2 total)
- A 50-word sponsor highlight with linked logo distributed to the IDA network
- 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
- Save 50% on a one-year IDA corporate membership allowing you to connect with district leaders

CITY BUILDERS

RESEARCH & EDUCATION EXCLUSIVE PROMOTION

- **Top Issues:** Align your company with new IDA tools and be promoted through sought after resources. Choose a research council that aligns with your business and be part of IDA's strategic research initiatives:

Missing Middle Housing: Tools and strategies UPMOs are using to support new paradigms in living downtown. This paper could explore how UPMOs are working with downtown residents and support for office-to-housing conversions.

Place Branding: The COVID pandemic has changed how many downtowns and districts are perceived, and with a reduction in daily employees in many areas, downtowns and urban districts are evolving. This brief will focus on how place management organizations are branding and marketing their districts differently in this new environment.

Changing Environment for Ambassadors [RESERVED]
Ambassadors are the face of place management organizations in many communities, and they have been tasked with more and more responsibilities, particularly during and post-pandemic. This brief illustrates how place management organizations respond to meet new operational needs (cleaning, safety, hospitality, tight labor market, etc.).

Innovations in Placemaking in Small and Mid-Sized Communities: With more limited budget, small and mid-sized organizations in smaller communities have had to be creative to produce bold placemaking ideas. This Council will share how to translate placemaking ideas into impactful events that attract new attention downtown, such as partnering with local arts nonprofits.

Enjoy access and marketing benefits:

- A council seat for a company representative: This is an opportunity to contribute knowledge and expertise to a report, help elevate the profession and industry, work closely with city leaders
 - Attribution in your council's final report (company description and link to website)
 - Company description and link to website in the purchase confirmation message
 - Recognition on the [Top Issues Council page](#) (company description and link) and company name and link on the [Publications webpage](#)
 - Complimentary digital version of your council's final report
 - Lend your perspective during the project discussion at the annual event (if applicable)
-
- **White Paper or Resource featured as a Knowledge Center Solution:** Your company's mini toolkit, tips, quiz or infographic will be featured as a resource on IDA's website with free access to all. IDA will promote your resource with a write-up in our digital communications.
 - Benchmarking Report
 - Salary Survey

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 8,200+ 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
- Single exhibit space in Marketplace; enjoy online and app highlights as an exhibitor
- Recognition on event signage in prominent locations and supporter listing in the event app
- Your company name on all conference e-communications distributed to 8,200+ prior to, during, and post Annual Conference
- 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
- Company profile with description and tags in the Downtown Services Directory accessible on IDA's website

CHOICE OF EXCLUSIVE PROMOTION

- **Exhibit Upgrade:** Swap your exhibit to a double exhibit space in the Marketplace
- **Service Advisory Session:** A presentation or group discussion built into the conference agenda (may include a short demo of your service or product)
- **e-Newsletter Advertisement:** A weekly touch point to stay top of mind for three (3) consecutive months
- **Water Bottle Hydration Stations:** Be the company that helps hydrate throughout the event and long after by providing branded reusable water bottles to attendees.
- **Marketplace Cocktail Hour:** Sponsor this networking event as conference attendees mingle in the marketplace
- **Conference App:** no more printed program means all attendees will access the event app. Enjoy pre-conference promotion and highlights through on-site signage with login instructions
- **Welcome Reception for First Time Attendees:** Mingle with first time conference attendees and provide a branded gift during this fun and well attended networking event
- **Opening or Closing Reception:** Sponsor the kick-off or close out party for conference attendees
- **Host a Game Time:** Host a fun, interactive game or scavenger hunt
- **Special Offer:** Seal the deal with a special offer after the conference (limited to 4 companies)



AMBASSADORS

INVESTMENT:
\$5,000 USD

INCLUDES:
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 8,200+ prior to, during, and post Annual Conference
- A 35-word sponsor highlight with linked logo distributed to the IDA network
- Company profile with description and tags in the Downtown Services Directory accessible on IDA's website
- 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

CHOICE OF PROMOTION

- **Exhibit Space:** Network with city leaders face-to-face and enjoy online and app highlights as an exhibitor
- **Social Media Posts:** Share key message(s) through four social media posts (one per week across the month of your choice). Introduce your services or a new offering!
- **Ask Me Anything:** Introduce yourself and share your solutions through live discussion. Be elevated as an industry resource and answer questions others want to know but don't ask (limited to four)
- **Morning Coffee:** Welcome attendees with a cup of joe to start their day
- **Networking Break:** Be remembered by providing a sweet treat and beverages

"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.**

OUTREACH SPONSORSHIPS

INVESTMENT
\$2,000 USD EACH

SPONSOR A WEBINAR

Content is king; introduce your services during a live webinar 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

[\[CLICK TO VIEW AN INTRO EXAMPLE\]](#)

EXECUTIVE LEADERSHIP SPONSORSHIP | APRIL 3-7, 2023

Share your company's solutions through remarks during IDA's Executive Leadership Retreat.

INVESTMENT
\$5,000 USD

- Kick off the retreat by welcoming CEOs and Executive Directors to Rancho Mirage, CA. You will share your company's impact on client communities with CEOs during dinner through a 10-minute presentation.
- Enjoy interaction with this group of CEOs during breakfast the next day as a great way to answer any follow-up questions and develop relationships.

WASHINGTON, DC POLICY COMMITTEE FLY-IN | MARCH 21, 2023 [RESERVED]

Be part of the action as IDA members shape the policy agenda focused on Public Safety, Homelessness, Workforce Housing, and Placemaking.

INVESTMENT
\$5,000 USD

- **Pre-Dinner Meeting:** Speak with IDA's Government Affairs lead to get updated on industry priorities and receive advice for how you could be successful in policy initiatives
- **Dinner:** Participate in the dinner discussion to understand what is important to your clients and prospects and gain a better understanding of how policy is shaped
- Be introduced by the committee Chair and address the group of high-powered U.S. members
- The invitation to dinner and meeting agenda will recognize your generosity and describe your company services

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
- Attendee opt-in list and favorable survey results will help you identify your top prospects
- 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 8,200+ 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.**

2023 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"/> \$2,000 1-WEEK	OUTREACH IN USD <input type="checkbox"/> \$5,000 CEO <input type="checkbox"/> \$5,000 POLICY FLY-IN
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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