



INSPIRED LEADERS
SHAPING CITIES

West Coast Urban District Forum 2024 Sponsorships

FEBRUARY 28 - MARCH 1, 2024

SAN DIEGO, CA

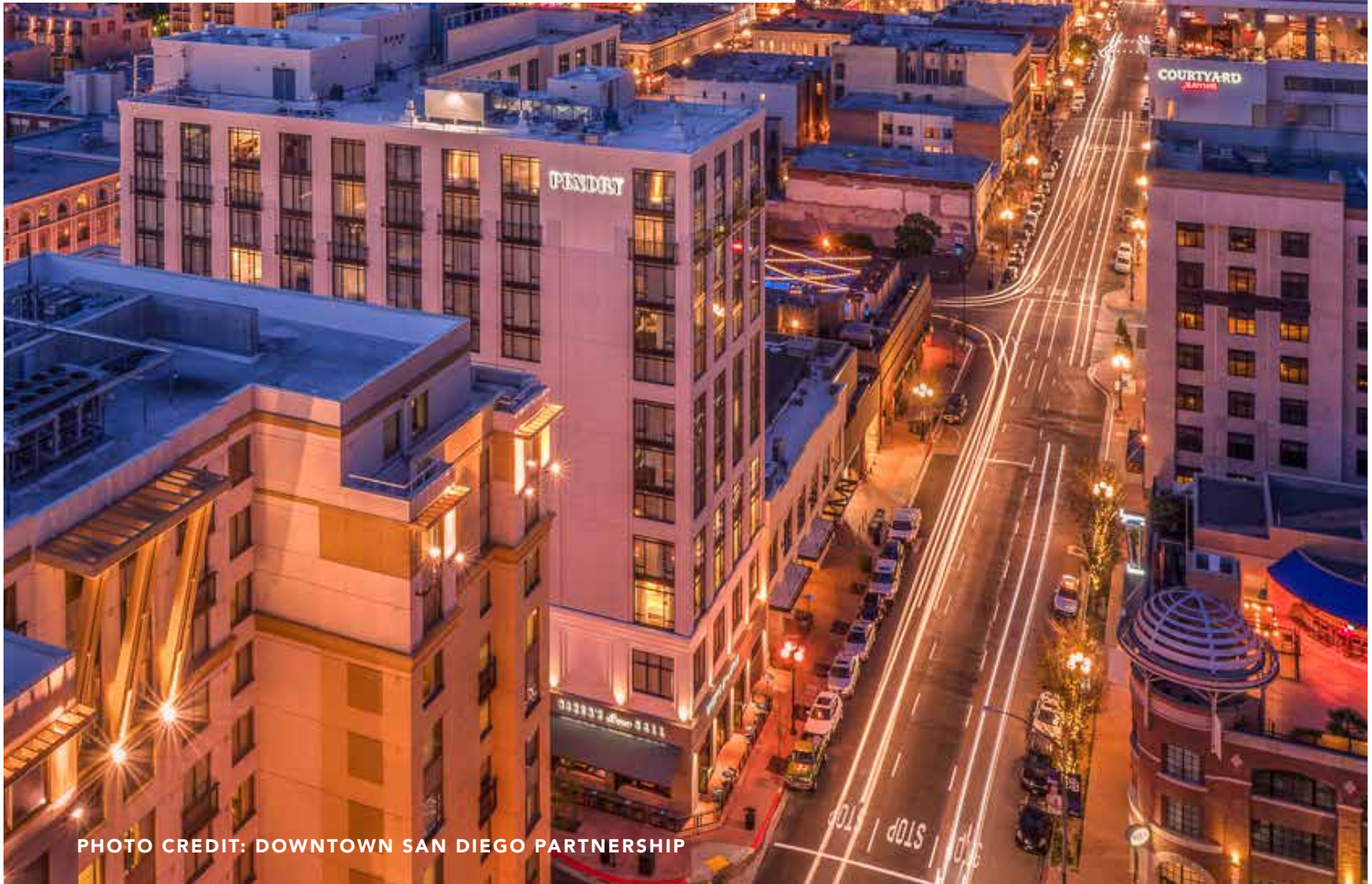


PHOTO CREDIT: DOWNTOWN SAN DIEGO PARTNERSHIP

Sponsorship of the West Coast Urban District Forum allows you access to city leaders and professional place managers who want to learn about products and services that will help their communities thrive.

Revenue for place management organizations across the top 20 North American cities totals more than \$813M.

Network with downtown decision makers including district management organizations and local government leaders. 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. Highlight your company as an industry partner at this highly visible event.



50% OF ORGANIZATIONS HAVE A BUDGET OVER \$2.5 MILLION



95% OF ATTENDEES ARE FROM THE WEST COAST

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

- | | | | |
|-----------------------|-----------------------------|---------------------------|--------------------------|
| AMERICAN CHRISTMAS | DOWNTOWN DECORATIONS | MIG, INC. | STARBUCKS COFFEE COMPANY |
| BIGBELLY | DOWNTOWN GIFT CARDS | MODSTREET | STREETPLUS |
| BIRD | EARTHPLANTER | MRI SPRINGBOARD | STREETSENSE |
| BLACHERE ILLUMINATION | ENCHANT STUDIOS | NOVABY | URBAN BIRD SERVICES |
| BLOCK BY BLOCK | GEOCENTRIC | PLACER. AI | VIBEMAP |
| CREOS | IKE SMART CITY | POP UP STREET PATIOS INC. | VICTOR STANLEY |
| DISTRICT 360 | INTERSTATE PARKING DOWNTOWN | PUMA | VISTITY |
| DISTRICT WORKS | JIA | SAFECITY CONNECT | YIFTEE, INC. |

URBAN CHAMPION

\$12,000 USD INVESTMENT

CHOOSE ONE OPPORTUNITY

Breakfast Plenary

Welcome attendees as they gather the first morning and introduce your company! Enjoy two-minute stage remarks and the benefits below. Your company will be promoted on each table.

Lunch Plenary

Say hello to current clients and introduce your company to new prospects by addressing this powerful audience! Enjoy two-minute stage remarks and the benefits below.

Demonstration Space

Show attendees your innovative solution through dedicated demo space. Answer questions and capture leads to help you develop your business, and enjoy the benefits below.

PRE, POST AND ON-SITE RECOGNITION AS A SUPPORTER

- Offer for attendees to set up appointments with you through an IDA electronic communication with your company description.
- Podium recognition of your support by IDA leadership during the event.
- Five (5) complimentary registrations to attend the event and network with prospective and current clients.
- Linked logo on IDA event page.
- Logo recognition on event signage, plenary screens and e-communications.
- Company profile with logo, website and description in the event app.





DISTRICT ADVOCATE

\$5,000 USD INVESTMENT

CHOOSE ONE EXCLUSIVE OPPORTUNITY

Opening Reception

Enjoy a table-top exhibit at the opening reception plus program and signage recognition as you network with attendees.

Confirmation Message

Get a head start introducing your company through a customized message delivered to attendees as they register to attend the Forum.

Networking Mixer with Table-Top Exhibit

Close the deal with relationships developed throughout the forum while attendees gather to socialize before heading home.

App Advertisement

Be the sole advertiser in the event app to increase awareness throughout the Forum.

Tour Day

Start making connections early with a water & snack table to welcome attendees as they meet for tours and two tour tickets to join them.

Welcome Desk

Be the first to greet attendees and offer refreshments at the welcome desk near registration. Enjoy access to develop new relationships with city leaders.

Branded Gift

Leave a lasting impression with a gift upon arrival that attendees can take home so you stay top of mind.

PRE, POST AND ON-SITE RECOGNITION AS A SUPPORTER

- Company description in electronic communication.
- Three (3) registrations to attend the event and network with prospective and current clients.
- Linked logo on IDA event page.
- Logo recognition on event signage, plenary screens and e-communications.
- Company profile with logo, website and description in the event app.



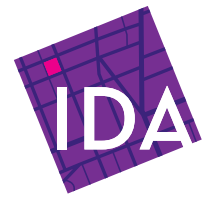
AMBASSADOR

\$2,500 USD INVESTMENT

PRE, POST AND ON-SITE RECOGNITION AS A SUPPORTER

- One (1) full conference registration to participate and network with attendees.
- Table-top exhibit to share company information (based on availability) or a second registration.
- Logo recognition on event webpage, e-communications, signage and plenary screens.
- Company profile with logo, website and description in the event app.

West Urban District Forum 2024 Sponsorship



**INSPIRED LEADERS
SHAPING CITIES**

A. Select a Marketing Package

Urban Champion: \$12,000 USD Investment

Choose one:

- Breakfast Plenary (Thu.) Lunch Plenary (Thu.) Demo Space
 Breakfast Plenary (Fri.) Lunch Plenary (Fri.)

District Advocate: \$5,000 USD Investment

Choose one:

- Opening Reception Networking Mixer Tour Day
 App Advertisement Confirmation Message
 Branded Gift Welcome Desk

Ambassador: \$2,500 USD Investment

Choose one:

- Table-top Exhibit Registration

B. Contact Information

Full Name

Title

Company

Address

City

State/Province

Postal Code

Country

Telephone

E-mail Address

Company Website

C. 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

D. Agreement & Payment Authorization

I/we abide by all requirements, restrictions and obligations and accept the Terms & Conditions as posted on the IDA website, 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

E. Submit Signed Form & Payment

Tracie Clemmer
Director, Corporate Relations
Mail:
International Downtown Assoc.
1275 K Street NW, Suite 1000
Washington, DC 20005

Email: tracie@downtown.org
Questions: 202.798.5918