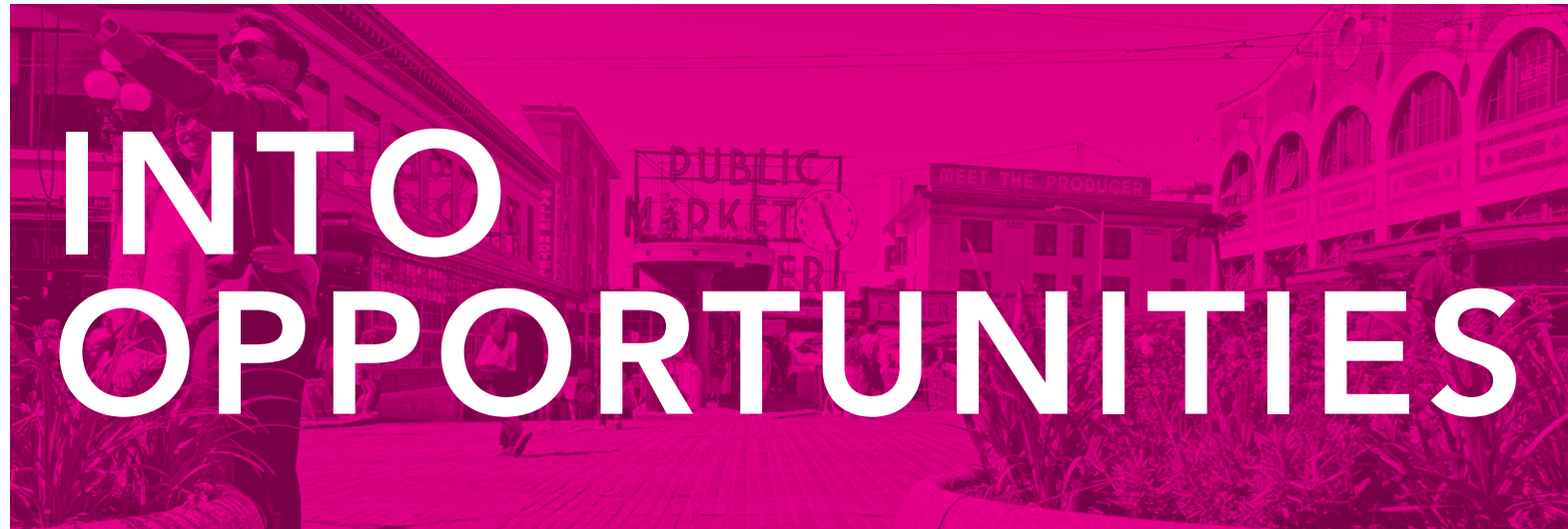


TURN CONNECTIONS



**GENERATE BUSINESS BY
PARTNERING WITH IDA**

JANUARY 2024



**INSPIRED LEADERS
SHAPING CITIES**



As an innovator, we know your company wants to enjoy **strategic growth and business results** that make a meaningful impact in urban places. You look for ways to enable sales capturing more market share and **connection to local market experts** who can ensure you go down the right path for success.

However, **entering downtown markets effectively** often proves to be challenging. You struggle with ineffective outreach and making the right connections to meet sales goals, and it's frustrating to see such opportunity in cities only to keep hitting roadblocks.

IDA helps you **get in front of the right people** who can lead efforts to adopt your solution. Engage through IDA's trusted platform to help your business grow. 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.

What Sponsors Are Saying

"From strategic outreach to ensuring our marketing assets will resonate with members, IDA delivers value – and our company has grown because of it. Becoming a sponsor of IDA has enabled our entire team to be more efficient and grow across the network."

DMITRI SHIMOLIN
CEO OF SAFECITY CONNECT

RECENT SUPPORTERS



YEAR AT A GLANCE

West Coast Urban District Forum	San Diego, CA	Feb 28-Mar 1, 2024
IDA Advocacy Meeting & Fly-in	Washington, DC	Apr 9-10, 2024
Executive Leadership Summit	Arizona	Apr 15-19, 2024
Southeast Urban District Forum	Memphis, TN	May 1-3, 2024
Emerging Leader Fellowship	New York City	Jun 2-7, 2024
World Town Leadership Summit	Stockholm, Sweden	Jun 9-12, 2024
70th Annual Conference & Marketplace	Seattle, WA	Sep 11-13, 2024

New Research projects kick off in 2024 and are released throughout the year.

48% BUDGETS OVER
\$2.5 MILLION

1,400+ ATTENDANCE
LAST YEAR

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 with countless cities.

We will help you create a sound business development strategy to facilitate growth across the network.

Let's discuss what type of engagement makes sense for you.



Looking to Launch a New Solution?

Get connected 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.

Meet 8,300+ city leaders who manage healthy budgets and are looking for innovative products, services and programs to enhance their downtown. A top reason a member joins IDA is exposure to new ideas.

IDA's placemakers want to find solutions and we know you have them! Isn't it time you engage with a network excited to learn about change-making solutions?

Grow your business by investing in IDA.

MEMBERS BY COUNTRY

84% UNITED STATES
14% CANADA
2% INTERNATIONAL

MEMBERS BY CATEGORY

65% PLACE MANAGERS
14% GOVERNMENT AGENCIES
21% CORPORATE / OTHER



CORPORATE PARTNERSHIPS

A strong partnership propels your solution towards adoption by tapping into an influential network.

Benefit from a strategy that includes direct access to industry leaders, joint presentations on key issues, creative experiences to engage with city leaders, establishing a best practice, or surveying members for industry insights. Amplify your impact and grow your business by leveraging these diverse avenues of collaboration and access.

You also receive the opportunity for staff training, first looks at RFPs before they are released online, delivery and distribution of key messages, annual membership, and prominent recognition alongside member tools to boost your awareness.

Enable your team to build relationships with city leaders with significant influence and buying power.

Invest in IDA to help grow your business.

Schedule an exploratory call today.



Tracie Clemmer,
Director of Corporate Relations
tracie@downtown.org

"IDA is a critical partner to our business and year-over-year growth. They help us build relationships with members and launch new products to build awareness across a much larger audience. IDA is our #1 investment for any organization."

GARRETT PETERSON
VICE PRESIDENT
DOWNTOWN DECORATIONS, INC.

THOUGHT LEADERS CIRCLE

INVESTMENT
Customized \$40,000-\$65,000

THE BENEFITS OF PARTNERING WITH IDA | YEAR-ROUND ENGAGEMENT

- One (1) electronic message sent to the entire membership (pre-approved and distributed by IDA)
- List of attendees so you can easily follow-up after the annual conference
- Brief remarks on stage to address the audience during the Annual Conference plenary or as a session speaker to position your company as an industry leader (pre-approved)
- Early notice of RFPs, introductions and other pertinent opportunities
- IDA homepage recognition as part of the esteemed Thought Leaders Circle. Your linked logo, company description and contact information on the Partner webpage
- 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
- Customized Training Session for business development or marketing staff on BIDs and the industry
- Right to reach district leaders with key messages through a one-time direct mail to the membership
- Quotes on an issue or topic from IDA Leadership to strengthen your efforts
- One (1) year IDA membership for directory and networking site access with your company profile in the Downtown Services Directory
- A weekly touch point to stay top of mind with an e-newsletter advertisement (three months)
- 65-word company highlight with linked logo distributed to the IDA network
- Additional four-month rotating advertisement (6-month total) to be highlighted as members post questions and share information on the networking site (IDEA Connection)
- One registration to attend a Spring event of your choosing
- Two additional annual conference full-conference registrations and VIP Passes (4 total) to the Board of Directors Reception
- Two Tour Passes
- Upgraded recognition on event signage, conference communications and a direct link to your chosen webpage included on event webpages and conference app
- Digital advertisement in the event app attendees use to access the agenda
- Distribution of corporate promotional material and a branded gift to attendees

CUSTOMIZED ENGAGEMENT

- Invite a select group of IDA's attendees to join you at our 70th Anniversary Annual Conference & Marketplace to learn about your services and get to know your team by hosting a special hospitality room.
- 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
 - 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

RESERVE AN EXCLUSIVE PROMOTION AND A RESEARCH PROJECT

ANNUAL CONFERENCE PROMOTIONS

- Lunch & Learn Presentation
- e-Registration Confirmation Message
- Hotel Keycards
- Wellness Series: Relaxation Station **[RESERVED]**
- Wellness Series: Pickleball
- Wellness Series: Social Bike Ride to Reception
- Transportation with bus headrest ads
- Welcome/Registration Desk **[RESERVED]**
- Board & VIP Reception **[RESERVED]**
- Downtown Achievement Awards
- Urban Art-Inspired Water Bottle Station
- LED Photo Wall

RESEARCH

- Artificial Intelligence for Place Management Brief **[RESERVED]**
- Inclusive Urban Place Management Organizations **[RESERVED]**
- Downtown Investing Brief
- Digital Marketing & Social Media Guide
- Mental Health of Ambassadors Project **[RESERVED]**
- Salary Survey
- Value of Downtowns Research
- Benchmarking Report
- White Paper to serve as your company's toolkit for placemakers

Your company representative will build relationships through an invitation to meet regularly during the research project

Company description and link to website in the final research publication and confirmation message

Recognition on the relevant IDA research webpages

Digital version of the publication you supported

Lend your perspective during the project discussion at the annual event (if applicable)

MARKETING BENEFITS

- Promotion to a network of 8,300+ prospects throughout the year; your linked logo and contact information is featured on IDA's website
- 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
- A 50-word sponsor highlight with linked logo distributed to the IDA network
- Double exhibit space with priority selection plus two exhibitor booth badges; and your company profile highlighted online and in the event app
- Two additional full-conference registrations and VIP Passes to the Board of Directors Reception (3 total)
- IDA Sponsor Logo – useful to promote your involvement and show clients you support the industry
- Upgraded logo recognition on conference marketing, event webpage and signage
- Ability to include a company brochure and promotional gift for distribution to attendees
- Opportunity to have a promotional item, gift or message delivered to attendee rooms
- Rotating advertisement on the networking site, IDEA Connection for two months
- Save 50% on a one-year IDA corporate membership allowing you to connect with city leaders

PLACE ENHANCERS

INVESTMENT
\$12,000+ USD

MARKETING BENEFITS

Let us help you drive growth by promoting your solution to a network of 8,300+ prospects throughout the year

- Your logo is featured on IDA's website to enhance credibility while you enjoy sponsor logo usage rights to promote your involvement
- Company profile in the Downtown Services Directory
- A 35-word sponsor highlight with linked logo distributed to the IDA network
- 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
- Single exhibit space in the Marketplace with one exhibitor booth badge; and your company profile highlighted online and in the event app
- Your company logo highlighted on the general session screen and podium recognition from IDA leadership
- Recognition on event signage in prominent locations and supporter listing in the event app
- Your company name on all conference communications prior to, during, and post annual conference
- Sponsor ribbon for recognition on your event badge

SELECT A 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).
- Newsletter Ad: Stay top of mind every week for three consecutive months including link to your site.
- Wellness Series – Yoga/Meditation: Member led sessions with open spots for quiet reflection. Provide a message for attendees on the mats and offer a branded towel as a take-a-way.
- Marketplace Cocktail Hour: Offer an end of the day beverage and be highlighted as members mingle.
- First Time Attendee: Greet newcomers and engage with them early at this popular networking event.
- Reception: Market your business alongside the social gathering for all attendees on Friday evening.
- Special Offer: Seal the deal with a special offer after the conference (limited to 2 companies).
- Host a Game Time: Host a fun, interactive game or scavenger hunt.
- Hands On Demo: Let attendees try out your new tech and products in a quiet room next door to the exhibit hall. Booth space included. Reserve your time slot early! +\$3,000 upgrade fee

AMBASSADORS

INVESTMENT
\$5,000 USD

MARKETING BENEFITS

- Company profile in the Downtown Services Directory
- 35-word sponsor highlight with linked logo distributed to the network
- One full-conference registration to meet prospects face-to-face during IDA's largest event of the year
- VIP Pass to the Board of Directors Reception for access to industry leaders
- Company name on conference communications to 8,300+ prior to, during and after the annual event
- Recognition on event signage in prominent locations and company profile online and in the event app
- Company logo highlighted on general session screen and podium recognition from IDA leadership
- Sponsor logo usage rights to show you support the industry on marketing collateral and proposals
- Sponsor ribbon on your event badge

CHOICE OF PROMOTION

- Exhibit Space: Network with city leaders face-to-face and enjoy a profile online and in the event app
- Morning Coffee: Welcome attendees with a cup of joe to start their day off right and gain awareness as attendees walk around with your branded cups.
- Networking Break: Provide a branded treat or special beverage station to gain attention.
- Wellness Series – Chair Massages: Be known for pampering attendees! Survey members while they are in line and/or give a gift with a tag containing your contact information. Booth space included. +\$3,000 upgrade fee
- Social Media Posts: Share key messages through four social 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 with members. Be elevated as an industry resource and answer questions others want to know but don't ask.

PRESENTATION

INVESTMENT
\$10,000 USD

THOUGHT LEADERSHIP & LEAD GENERATION

Present a 60-minute webinar to engage with the audience live and enjoy a multi-prong marketing campaign.

- Introduce your services and share results of your impact in urban places to gain exposure and build your lead list
- 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
- Save 25% on a one-year IDA corporate membership allowing you to connect with district leaders

Your recorded webinar will be available for free online to continue promotion of your key messages for 12 months

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 8,300+ 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

CLICK TO VIEW AN EXAMPLE RECORDING

OUTREACH SPONSORSHIPS

LIVE INTRODUCTION OF YOUR BUSINESS | Investment \$2,000 USD

Share your company's solutions to a live audience and boost your business development efforts. Provide an overview or product update to generate new leads.

- 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 SUMMIT | Investment \$5,000 USD

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

- Kick off the retreat by meeting CEOs and Executive Directors in Arizona by attending the CEO dinner on the first evening everyone gathers.
- Get down to business by sharing your company's impact on client communities with CEOs during breakfast the next day through a 10-minute presentation.

EMERGING LEADER FELLOWSHIP SOCIAL | Investment \$5,000 USD

Host a hospitality lounge during an afternoon to meet and greet the rising stars of the industry. Make them feel special during the Annual Conference & Marketplace by providing a space for friends to gather while they learn about your services. Enjoy a dedicated room for the afternoon!

2024 Sponsorship Application

INTERNATIONAL DOWNTOWN ASSOCIATION



INSPIRED LEADERS
SHAPING CITIES

A. Select a Package

THOUGHT LEADERS CIRCLE \$ _____ USD Promotion Selection: _____	CITY BUILDERS □ \$25,000 USD Promotion Selection: _____	PLACE ENHANCERS □ \$12,000 USD □ \$15,000 USD Promotion Selection: _____	AMBASSADORS □ \$5,000 USD □ \$8,000 USD (UPGRADE FEE) Promotion Selection: _____	PRESENTATION □ \$10,000 CAMPAIGN	OUTREACH IN USD □ \$2,000 LIVE INTRO □ \$5,000 SUMMIT □ \$5,000 ELF SOCIAL
------------------------------------------------------------------------------------	-----------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------	--------------------------------------------	--------------------------------------------------------------------------------------------

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