

TURN

CONNECTIONS





INTO

OPPORTUNITIES



IDA PLACE MATTERS SPONSORSHIPS

MAY 7-9, 2025 | CLEVELAND, OH

IDA
INSPIRED LEADERS
SHAPING CITIES

SPONSORSHIP OPPORTUNITY

Gain access to city leaders and community managers who want to learn about products and services.

Become a sponsor of **IDA Place Matters** to build awareness and meet decision makers that can become your next clients.

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

56 cities across North America attended last year

REPRESENTATIVE ATTENDEE 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 AND EXHIBITORS

AMAZON
AMERICAN CHRISTMAS
BIGBELLY
BLOCK BY BLOCK
CREOS
DISTRICT360
DOWNTOWN DECORATIONS
DOWNTOWN GIFT CARDS
EARTHPLANTER
EXMURO ART PUBLIC
GEOCENTRIC
IKE SMART CITY
JACK WORLD
JIA
METROSTOR
LANDSCAPE FORMS
MIG, INC.
MRI SPRINGBOARD
NOVABY
PLACER.AI
POP UP STREET PATIOS INC.
PUMA
SAFECITY CONNECT
STARBUCKS COFFEE COMPANY
STREETPLUS
UNCOMMON BRIDGES
VIBEMAP
VICTOR STANLEY
VISTITY
WIREFRAME

URBAN CHAMPION

INVESTMENT
$8,000 USD

CHOOSE ONE OPPORTUNITY

~~**BREAKFAST**~~ [RESERVED] ~~**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. Company promotion will be on each table.
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 and e-promotions alongside the sponsored event page.
- Logo recognition on event signage, plenary screens and linked.
- Company profile with logo, website and description in the event app.



DISTRICT ADVOCATE

INVESTMENT
$5,000 USD

CHOOSE ONE EXCLUSIVE OPPORTUNITY

OPENING RECEPTION	Enjoy a table-top exhibit at the opening reception plus app 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 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 2 tour tickets to join them. Logo on signage and app program.
~~**WELCOME DESK**~~ [RESERVED]	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 linked.
- Company profile with logo, website and description in the event app.

AMBASSADOR

INVESTMENT
$2,500 USD

PRE, POST AND ON-SITE RECOGNITION AS A SUPPORTER

- Two (2) full conference registrations to participate and network with attendees.
- Table-top exhibit to share company information (based on availability) or a third registration.
- Logo recognition on event webpage, e-communications, signage and plenary screens.
- Company profile with logo, website and description in the event app.

2025 IDA Place Matters

INSPIRED LEADERS
SHAPING CITIES

A. Select a Marketing Package

☐ **Urban Champion: $8,000 USD Investment**

Choose one:

☐ ~~Breakfast Plenary~~ ☐ Lunch Plenary ☐ Demo Space

☐ **District Advocate: $5,000 USD Investment**

Choose one:

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

☐ **Ambassador: $2,500 USD Investment**

Choose one:

☐ Table-top exhibit ☐ Third 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
$

☐ ACH payment (preferred) ☐ Check enclosed

Please charge my ☐ Visa ☐ MasterCard ☐ AmEx in the amount of $ _____.

Name *(please print as it appears on card)*

Card Number CVN Exp. Date / Billing Postal Code

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