



Texas DOWNTOWN



2024 SPONSORSHIP OPPORTUNITIES

Contact:
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Marketing and Membership Coordinator

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Dear Valued Supporter of Texas Downtown,

Texas Downtown was founded in 1985 to connect and serve downtown professionals and champions. At the time, downtowns across the state were suffering from a lack of investment and there was no organization that was dedicated to turning the tide. Today, our mission is to provide members with resources, advocacy, education, and connections to develop vibrant districts.

Our members are dedicated to downtown development and revitalization. By contributing to Texas Downtown through program and conference sponsorship and exhibiting opportunities, you are supporting a committed network of passionate downtown advocates and increasing access to information and resources that will benefit Texas communities from the Panhandle to the Valley.

The success of our initiatives, from community development projects to educational workshops and advocacy efforts, depends greatly on the generous support of sponsors like you. Your sponsorship would not only help in the transformation of downtown districts but also offer Texas Downtown members with valuable visibility and networking opportunities within a community of dedicated professionals and civic leaders.

We believe that organizations like yours share our commitment to economic development and community vitality. By partnering with us, you will be directly contributing to the enhancement of Texas' urban and rural landscapes and the overall well-being of our communities. You can learn register as a program and conference sponsor and exhibitor at TexasDowntown.org/sponsor.

We are excited about the possibility of your support and are happy to discuss sponsorship levels and benefits at your convenience. Thank you for considering this opportunity to make a lasting impact on Texas downtowns.

See ya' downtown!



Suzy Lawrence

Executive Director

Texas Downtown

Suzy@texasdowntown.org

ANNUAL PROGRAMS SPONSORSHIP OPPORTUNITIES

1. Regional Roundtables (3 per year)

Our roundtables are designed to connect members and non-members from across a region to learn from speakers and hosts, and to network with other downtown professionals and supporters.

\$500 Level

- Sponsor recognition at event
- Sponsor promotional item distributed to attendees
- 1 roundtable registration – may be gifted to cities/organizations
- 2 social media posts recognizing the sponsor before the event

\$1,000 Level

- Opportunity for sponsor to welcome attendees and share information about city/company/organization
- 2 roundtable registration – may be gifted to cities/organizations
- Sponsor promotional item distributed to attendees
- 4 social media posts recognizing the sponsor (3 before the event, 1 after)

2. Educational Webinars (6 per year)

As an additional member benefit, we host educational webinars throughout the year focused on a wide variety of topics.

\$500 Level

- Sponsorship includes opportunity to present for 5 Minutes at the beginning of a webinar and a list of attendees on the webinar

3. In-person Board of Directors Meeting (2 per year)

\$500 Level

- Opportunity to present for 10 Minutes to Board of Directors at one of the following events and logo on marketing materials.
- 2024 dates: June 20, 2024 and October 27, 2024

4. E-Newsletter (Twice Monthly)

A bi-weekly e-mail sent to all Texas Downtown members, professionals and supporters who have provided e-mail addresses, updating them on Texas Downtown and funding opportunities.

\$300 Level

- Sponsor logo in prime location of the newsletter

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Texas Downtown Annual Conference is the largest annual gathering of downtown and commercial district professionals in Texas with over 250 attendees, including downtown professionals, municipal leaders, private business owners, and downtown service providers.

1. Downtown Champion - \$10,000 (1 opportunity available)

Annual Benefits:

- Hyperlinked logo on Texas Downtown website for one year
- Recognition as annual sponsor in newsletters and on social media

Conference Benefits:

- Complimentary exhibiting booth
- Three (3) complimentary registrations
- Stand-alone signage at event
- Logo on marketing materials
- Recognition during event
- Promotional item included in conference bag

2. Placemaker - \$5,000.00

Annual Benefits:

- Hyperlinked logo on Texas Downtown website for one year
- Recognition as annual sponsor in newsletters and on social media

Conference Benefits:

- Complimentary exhibiting booth
- Two (2) complimentary registrations
- Stand-alone signage at event
- Logo on marketing materials

3. Membership Meeting & Mimosa Bar - \$5,000.00 (One opportunity available)

Annual Benefits:

- Hyperlinked logo on Texas Downtown website for one year
- Recognition as annual sponsor in newsletters and on social media

Conference Benefits:

- Complimentary exhibiting booth
- Speak for 5 minutes before the Membership Meeting
- Stand-alone signage at Mimosa Bar
- Promotional item included in conference bag
- Logo on marketing materials

- 4. Conference Lanyard - \$4,000.00 (One opportunity available)**
 - One (1) complimentary registration
 - Exclusivity of Logo on badge
 - Recognition during event
 - Promotional item included in conference bag

- 5. Board of Directors Happy Hour - \$3,500.00 (One opportunity available)**
 - Complimentary exhibiting booth
 - Speak for 5 minutes at the event
 - Recognition during event
 - Logo on Happy Hour signage
 - Promotional item included in conference bag

- 6. Preservationist - \$3,000.00 (Two opportunities available: Opening or Closing Keynote)**
 - One (1) complimentary registration
 - Speak for 5 minutes before Opening or Closing Keynote
 - Recognized on conference signage
 - Recognition during event
 - Promotional item included in conference bag
 - Logo on marketing materials

- 7. Downtown Star - \$2,500.00 (Three opportunities available: Networking Breaks)**
 - One (1) complimentary registration
 - Recognized on conference signage at Networking Breaks
 - Logo on marketing materials
 - Recognition during event
 - Promotional item included in conference bag

- 8. Southern Charm - \$1,500.00 (Opportunities available: Breakout and Field Sessions)**
 - One (1) complimentary registration
 - Logo on conference breakout signage
 - Logo on marketing materials
 - Recognition during event
 - Promotional item included in conference bag

9. Friend of Downtown - \$1,000.00 (Unlimited opportunities)

- One (1) complimentary registration
- Logo on marketing materials
- Gala Program recognition
- Promotional item included in conference bag

10. Professional - \$500.00 (Unlimited opportunities)

- Gala program recognition
- Promotional item included in conference bag

ANNUAL CONFERENCE EXHIBITOR OPPORTUNITIES

Exhibiting

We have a limited number of booths available for tabletop exhibits in the Exhibitor Hall. Exterior exhibitor pop-ups during conference events are available upon request, contact Suzy Lawrence for more information.

- Texas Downtown Members - *\$500.00*
- Non-members Exhibitors - *\$750.00*

Exhibitor Schedule:

- Monday, October 28 – Booth Set Up 10:00 a.m. – 12:00 p.m. (Conference begins at 1:00 PM)
- Tuesday, October 29 – Exhibit Area Open 8:30 a.m.
- Wednesday, October 30 – Exhibit Area Open 8:30 a.m.

Booth includes:

- Table, tablecloth, and two (2) chairs
- One conference registration
- Connect with customers and potential customers for your downtown products and services
- Company/organization listing included on TXDT website
- Access to conference attendees during networking breaks and Happy Hour events

Awards Gala Program Ads – *Deadline to submit artwork is Friday, September 6*

- Full page (7.5" w x 10" h) - *\$350.00*
- Half page (7.5" w x 5.5" h) - *\$250.00*

Please remit ad file to suzy@texasdowntown.org at full size to fit your space, and at least 300 dpi or vector art. All files must be high res and print ready. We encourage bleeds on the ads.