

WHERE'S
YOUR

D SPOT



DOWNTOWN
DALLAS

DOWNTOWN DALLAS Sponsorship Opportunities - The perfect SPOT for your company

For sponsorship inquiries, please contact Kristy Morgan at 214-744-1270 or morgan@downtowndallas.org.

Community Events



EarthFest

April

Pegasus Plaza/AT&T Plaza

In celebration of Earth Day, each year DOWNTOWN DALLAS partners with the City of Dallas and the Environmental Protection Agency to produce Earthfest, a one day festival featuring environmentally friendly entertainment, vendors and promotions. In addition, DOWNTOWN DALLAS coordinates a clean-up effort utilizing more than 600 volunteers that work to beautify Downtown through projects like flower planting, painting and clean-up.

Sponsorships are available from \$500 and up.

Celebrate Downtown!

Spring/Fall

Downtown-wide

Celebrate Downtown! ...and find your favorite Downtown SPOT! **DOWNTOWN DALLAS** and Preservation Dallas joined forces for the first time in 2008 to produce Celebrate Downtown! More than 20 properties along two themed "tracks" (one walking, one shuttle) were toured by 400 people during the event, with docents and representatives of each property on hand to giving interior tours. Participating properties created a lively and fun atmosphere with entertainment, food & beverage, giveaways and other creative activities.



The event was wrapped up with a pool party on the roofdeck of Third Rail Lofts complete with entertainment, snacks and cocktails!

Sponsorships available from a \$1,500 base property participation fee to \$25,000 title sponsorship of the event.

Main Street Live!

September 20, October 4, 18, and November 1 2008

Pegasus Plaza

Main Street Live! is an outdoor music festival series, featuring all-day entertainment, then 4 'big-name' headlining concerts in the evenings. Incorporated into the event are a variety vendors, artisans, food and beverage vendors, and sponsor booths.

DOWNTOWN DALLAS produces the event in partnership with The Granada Theater.

Promotions are targeted to a "young professional" and "empty nester" demographic in Dallas and surrounding communities through radio advertising (ClearChannel partnership), print advertising, web promotions, PR, calendar listings, grassroots promotion (e-blasts, posters, rack cards, Granada Theater Street Team) and promotion through the extensive Granada Theater network.

Sponsorships range from \$5,000 - \$50,000.



CityLights

November 14, 2008

Neiman Marcus/Pegasus Plaza/Main Street

City Lights, the official Downtown holiday lighting with partners DOWNTOWNDALLAS, Neiman Marcus and the City of Dallas, continues to gain momentum entering its fourth year in 2008. The legendary lighting of Neiman Marcus is nothing short of spectacular, and last year Santa made his grand entrance on a jet pack! More than 15,000 stroll through the Main Street District, enjoying live music, street performers and discounts, giveaways and activities at area restaurants and retailers.

Promotions are targeted city-wide, with elements of the event that appeal to both families and young professionals. Media partners include Mix 102.9, The Dallas Morning News and WFAA-TV.

Sponsorships available from \$2,500 - \$25,000

Business-to-Business Events

Annual Meeting & Luncheon –DOWNTOWNDALLAS Celebrates 50 Years!

February/March 2009

In 2008/2009, **DOWNTOWNDALLAS** celebrates 50 years, making our Annual Meeting in February 2009 one to remember! Each year, intriguing keynote speakers like 2008's Christopher Leinberger of Brookings Institute, address nearly 1,000 Downtown stakeholders with information about global, national and local urban issues.

Luncheon support ranges from a \$1,500 table purchase to a \$25,000 presenting sponsorship, with multiple levels in between. Opportunities also exist to sponsor a Downtown feature video that will be produced fall 2008.



Membership Forums

May/June and September/October every year

DOWNTOWNDALLAS continues its series of membership luncheons with exciting keynotes like Ralph Babb, Chairman & CEO of Comerica Bank; Mary Suhm, Dallas City Manager; and Lee Jackson, Chancellor of UNT systems; and thought-provoking panels like, "What's next for Downtown Dallas?" Approximately 300 Downtown stakeholders attend each forum.

Sponsorships are available from \$2,500 - \$7,500.

NTCAR Expo

Sheraton Dallas

Since the North Texas Commercial Association of Realtors moved their annual Expo Downtown in 2004, **DOWNTOWNDALLAS** has coordinated participation of our members in a section dedicated to Downtown. Not only do we showcase Downtown in a booth, but we also program music, street entertainers, giveaways and décor turning an entire trade show section into a reflection of what it means to work Downtown!

Participation in the **DOWNTOWNDALLAS** section: \$1,250 per booth.

Advertising Opportunities

Contact the **DOWNTOWNDALLAS** marketing department for more information about these advertising opportunities, 214-744-1270.

- "Downtown This Month" Newsletter
- D Spot Hot Spot Newsletter
- YourDspot.com
- Downtowndallas.org
- **DOWNTOWNDALLAS** Membership Directory
- D Spot Dining & Shopping Guide
- Downtown feature video, "The Next 50 Years"
- Dspot.tv
- Spot On! DOWNTOWNDALLAS Webisode series