



**Sheraton Dallas Presents the  
DOWNTOWNDALLAS 2010 Annual Meeting and Luncheon  
Tuesday, March 2, 2010 11:30am-1:30pm  
Sheraton Dallas**

---

### **The Creative Class in Downtown Dallas**

Mirroring Downtowns across the country, the rapid growth of the Gen X, Gen Y and Millennial generations in Dallas is reshaping the way we do business, particularly in the urban center. As this next generation of leadership is groomed, questions arise - What are they looking for? What is most important to them? How do corporations tap into this talent pool, maximize productivity and how do we ensure we deliver an attractive environment for them to live, work, play and invest?

Our moderator, **Wick Allison**, *D Magazine* - Editor in Chief and panelists **Ken Luce**, Weber Shandwick - President, California and Southwest and **Jim Weber**, Comerica Bank – Chief Marketing Officer will discuss the subject that was first tapped by two national sociological experts, Richard Florida with *Rise of the Creative Class*, and Rebecca Ryan, author of *Live First, Work Second*, both providing evidence that a major societal shift is upon us that is most favorable to urban centers.

This shift has made its way to North Texas with the relocation and expansion of companies like AT&T, Comerica Bank and Tenet Healthcare to Downtown Dallas. The number one reason they cite for having made their decision is their employees. Also, the Downtown residential boom is a reflection of this new trend, with Downtown now having more than 6,000 in the Central Business District and over 30,000 in the greater Downtown. So what is it about urban centers that speaks to these upcoming generations and what does this societal change mean for the future of business globally, nationally and in Downtown Dallas?

Enclosed are the details outlining sponsor benefits. Through supporting the annual meeting, your company's brand will be showcased in front of more than 1,000 **DOWNTOWNDALLAS** members, business leaders, civic leaders, media and consumers at the event, and many more in the promotion surrounding it. Please fill out the attached form and return it to **DOWNTOWNDALLAS** at your earliest opportunity. If received by January 29, we can guarantee your inclusion on the event invitation, which will be mailed to over 3,000 individuals.

With your participation we can continue to build a dynamic, vibrant and energized Downtown! Please contact Kristy Morgan at 214-744-6648 for additional information.



## 2010 Annual Meeting & Luncheon Sponsorship Opportunities

### Pinnacle Sponsor: \$10,000

- Opportunity to have up to a 10x10 booth in the lobby of the event space
- 1 complimentary table for 10 guests
- Company logo on electronic Save the Date
- Company logo prominently projected on event video screens
- Company logo prominently placed on event invitation
- Company logo prominently placed included in event program
- Acknowledgement in all PR efforts surrounding the event
- Acknowledgement in at least 2 editions Downtown This Month newsletter
- Additional customized benefits and recognition available as approved by DOWNTOWNDALLAS

### Urban Legend: \$5,000

- 1 complimentary table for 10 guests
- Company logo projected on event video screens
- Company logo included on event invitation\*
- Company logo included in event program\*
- Acknowledgement as Urban Legend sponsor in all media surrounding the event
- Acknowledgement as sponsor of Annual Meeting in Downtown This Month newsletter

### Urban Champion: \$3,000

- 1 complimentary table for 10 guests
- Company name listed on event invitation\*
- Company logo listed in event program\*
- Acknowledgement as sponsor of Annual Meeting in Downtown This Month newsletter

### Urban Pioneer: \$1,500

- 1 complimentary table for 10 guests
- Company name listed on event invitation\*
- Company name listed in event program\*
- Acknowledgement as sponsor of Annual Meeting in Downtown This Month newsletter

\*If commitment is received by printing deadline. Deadline for invitation inclusion is January 29 at noon. Deadline for program inclusion is February 22 at noon.

Individual tickets may be purchased separately. Ticket prices are \$125 for non-members, \$100 for members. Call 214-744-1270 for ticket information, or watch for your invitation.

### Please complete the following to secure your sponsorship.

Desired Sponsorship Level \_\_\_\_\_ Company (Exactly as it should appear in print.) \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City, State Zip \_\_\_\_\_

Pay by check.

Make checks payable to Dallas Civic Ventures and mail to: 2200 Ross Avenue, Suite 4600E, Dallas, TX 75201.

Pay by credit card. Please visit [www.downtowndallas.org](http://www.downtowndallas.org) and click on the Annual Meeting Web Banner.

For more information about sponsorship levels, please contact DOWNTOWNDALLAS at 214-744-1270. Submit sponsor forms to:  
(f) 214-744-1986 \* 2200 Ross Avenue, Suite 4600E, Dallas, TX 75201\* (e) [morgan@downtowndallas.org](mailto:morgan@downtowndallas.org)



Sheraton Dallas Presents the 2010 **DOWNTOWN**DALLAS Annual Meeting

Tuesday, March 2, 11:30am – 1pm

Sheraton Dallas

400 N. Olive Street Dallas, TX 75201

To register and pay electronically, please visit [www.downtowndallas.org](http://www.downtowndallas.org) and click on the "Register" button.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Individual Ticket & Table Member Prices

Individual Ticket & Table Non-Member Prices

\$100/Person No. of Tickets: \_\_\_\_\_

\$125/Person No. of Tickets: \_\_\_\_\_

\$1000/Table No. of Tables: \_\_\_\_\_

\$1,250/Table No. of Tables: \_\_\_\_\_

**PAYMENT INFORMATION\***

\_\_\_\_\_ Online Payment\*\*

\*\*Please log on to [www.downtowndallas.org](http://www.downtowndallas.org) and click on the "Register" button on the home page to register and pay by credit card.

\_\_\_\_\_ Check Enclosed or in the mail\*

\*make checks payable to Dallas Civic Ventures

Please send the form in the following ways:

Mail: **DOWNTOWN**DALLAS  
Attn: Ariel Ashford  
2200 Ross Avenue, Suite 4600E  
Dallas, Tx 75201

Email: [ashford@downtowndallas.org](mailto:ashford@downtowndallas.org)

Fax: 214-744-1986  
Attn: Ariel Ashford

*If you are interested in sponsorship information, please contact Kristy Morgan at 214-744-1270.*

*\*Please note your contribution is tax deductible.*