



DOWNTOWN
DALLAS INC

The Downtown Dallas, Inc. 2011 Annual Meeting & Luncheon
Wednesday, February 16, 2011
11:30am-1:00pm
The Fairmont Dallas

Downtown Dallas 360: Quick Wins and Bold Ideas

For the last year, Downtown Dallas, Inc. and the City of Dallas have been working in partnership to create Downtown Dallas 360, an action-oriented development plan to guide the next phase of revitalization of our city center. Leveraging a decade's worth of success, Downtown Dallas 360 identifies both "quick wins" and long-term strategies to ensure continued creation of a vibrant, economically competitive, and liveable Downtown environment.

On the morning of February 16, immediately prior to the DDI Annual Meeting, the Dallas City Council will be briefed on the completed Plan. Our luncheon will serve as the celebration of this milestone, and officially launch 360 *implementation*. By now, you have seen the plan's strategies. The annual meeting will bring these ideas to life with a never-before-seen dynamic interactive presentation from Daniel Iacofano and Chris Beynon with M.I.G. of specific projects and improvements, with a special surprise unveiling from DDI of just what we mean by "quick wins". We will also offer particular recognition to members of the Downtown Dallas 360 Steering Committee, without whose dedicated time, effort and expertise, the final product would not have such great potential to significantly elevate Downtown.

In addition, outgoing Downtown Dallas, Inc. chair Shelle Sills will present the Chair's Award to Larry Good, a founding principle and President of Good Fulton & Farrell. As a past-chair of DDI and 24-year tenure on the Board of Directors, Larry exemplifies personal and professional dedication to the betterment of our community. Most recently, Larry chaired DDI's Housing Task Force, served on the Downtown Dallas 360 Steering Committee and was named Chair of the Downtown Connection and City Center TIF boards. He has been instrumental in many of Downtown's successes over the last 20 years, including the organization's 1993 strategic plan, "A Vision for Downtown Dallas"; the "Vision of 2005"; the work of the Inside the Loop Committee including a "Physical Plan for Downtown Dallas", the Parks Master Plan and the CBD Comprehensive Transportation Plan; the DDI 2006 Capital Improvement Bond Referendum task force; the extension of the McKinney Avenue Trolley; and the CBD-Fair Park Link.

We hope you will join us in celebrating by being a sponsor of our 2011 Annual Meeting and Luncheon. The following page outlines the benefits your organization will receive as a supporter. All sponsor companies will be showcased in front of more than 1,000 Downtown Dallas, Inc. members, business leaders, media and consumers. In addition, because of the focus on Downtown Dallas 360, particular representation at the event from City Council and key officials will be strong, representing the public-private partnership that has brought the 360 process to fruition. Sponsorship allows companies to invite potential clients, investors, shareholders, executives, employees – anyone who has an interest in the future success of Downtown – to this one and only opportunity to hear a program solely focused on our community.

Please fill out the attached form and return it to Downtown Dallas, Inc. at your earliest opportunity. If received by January 7, we can guarantee your inclusion on the event invitation (at the appropriate level), which will be mailed to over 3,000 individuals.

With your participation and support, we can continue to build a dynamic, vibrant and energized Downtown! Please contact Jaime Clinstman at 214-744-6648 or clinstman@downtowndallas.org for additional information.

2011 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 prominently displayed at the event
- Company logo prominently placed on event invitation
- Company logo prominently included in event program
- Company logo with link included on web site promotion
- 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 Downtown Dallas, Inc.

Urban Legend: \$5,000

- 1 complimentary table for 10 guests
- Company logo prominently displayed at the event
- Company logo included on event invitation*
- Company logo included in event program*
- Company logo with link included on web site promotion
- 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 logo displayed at the event
- Company name listed on event invitation*
- Company logo listed in event program*
- Company name included on web site promotion
- 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 7 at noon. Deadline for program inclusion is February 1 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. Request credit card authorization form from Jaime Clintsman, clintsman@downtowndallas.org or 214.744.6648

For more information about sponsorship levels, please contact Jaime Clintsman, 214.744.6648. Submit sponsor forms to:
(f) 214-744-1986 (m) 2200 Ross Avenue, Suite 4600E, Dallas, TX 75201 (e) clintsman@downtowndallas.org