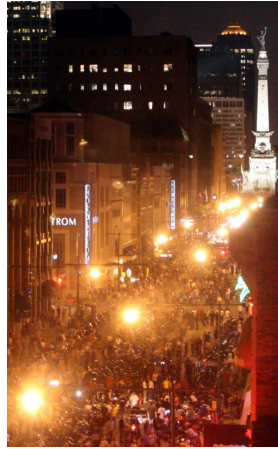
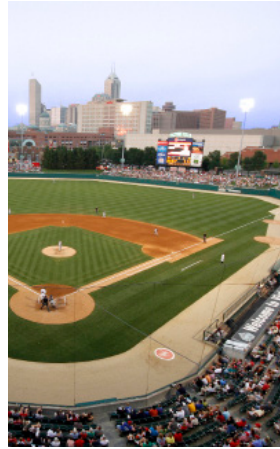


RECOGNITION

EXCLUSIVE ACCESS

MARKETING PROMOS

BONUS



RECOGNITION

- ✓ Recognition as a preferred Downtown business/organization providing added exposure and promotion to public via phone, web, email, etc. from Downtown Indy staff
- ✓ Customized full-page profile on Downtown Indy's website with photos, logo, description and direct link to your website plus complete contact information
- ✓ Recognized as a "Proud Downtown Indy Member" with medallion and electronic logo placement on your website
- ✓ Recognition as a Downtown Indy Sponsor at Dwell events—Downtown Indy's residential membership program
- ✓ Recognition as an event sponsor of Downtown Indy's annual State of Downtown meeting
- ✓ Recognition as an event sponsor for the annual Circle of Lights®

EXCLUSIVE ACCESS

- ✓ Register email addresses for email alerts informing members about public safety and traffic/street closures
- ✓ Added police/safety visits for street-level businesses by Downtown Indy's Foot & Bike Patrol
- ✓ Lunch n' Learns and presentations by Downtown Indy staff to your staff or boards on subjects important to your business
- ✓ Membership benefits extended to your associated, owned or operated businesses (Unlimited). (Does not apply to independent, leased or franchised businesses on your property.)
- ✓ Access to Downtown Indy's members-only section on website with custom reports, Downtown economic indicators, and other business / data information
- ✓ Volunteer project assistance: Downtown Indy can help find volunteers for your project and can provide volunteer opportunities for your staff, including Downtown plantings and cleanups
- ✓ Priority access to information about and professional assistance with real estate investments and Downtown development projects
- ✓ Discounted Georgia Street block or Canal rental (50 percent off for business function) Quantity - 3 times/year
- ✓ Custom content about Downtown for your company for recruitment needs, upon request
- ✓ Access to building occupancy report and information on available sites, upon request

MARKETING PROMOS

- ✓ If new: Exposure via a blog post about new members (as timing permits, usually once or twice a year)
- ✓ Specific tagging of your business/organization on at least 1 Downtown Indy social media outlets (4 times/year)
- ✓ Free opportunity to have an event of your choice prominently featured on Downtown Indy's event website upon request (subject to approval and lead time allowance - 3 times/year)
- ✓ Opportunity to be included as a featured business in the Dwell Downtown campaign, Downtown Indy's residential membership program
- ✓ Inclusion and priority placement in Downtown Indy's earned media and story pitches to local media partners and local blogs
- ✓ Discounted rentals (50 percent off) of Downtown banner program. (Art design and printing not included. Discount is not extended to your clients or partners) - 1 time/year

BONUS

- ✓ Free, printed Downtown Indy maps for staff, clients, and customers (750)
- ✓ Tree placements (IPL's Trees for Tomorrow) in front of your business (based on need and availability)
- ✓ Free DWELL individual memberships for employees / clients (5)
- ✓ One bicycle parking meter ring installed on a parking meter or parking number post in front of your business at no charge
- ✓ Opportunity to host a Dwell Member Mixer at your location (pending availability)

ADDITIONAL BENEFITS FOR ALL!

- ✓ Increased public awareness and patronage generated via Downtown Indy's aggressive marketing campaigns about Downtown targeting residents and visitors
- ✓ Coordinated Downtown beautification schedule and flower plan (based on need and availability)
- ✓ An increased vibrancy for Downtown with a growing line-up of free, public events
- ✓ Mitigation of and assistance in addressing panhandling and homelessness
- ✓ Mitigation of seasonal pest birds reducing messes and contributing to a healthy business core
- ✓ Invitation to provide input via the member survey used to set priorities for Downtown Indianapolis
- ✓ Having Downtown Indy serve as a liaison between your business and the City Department of Public Works, Police Department, etc. as needed

QUESTIONS?

Contact **TIM BORUFF** :
tim@downtownindy.org; 317-237-2210