

## GAIN ADDITIONAL EXPOSURE

## WHILE CONTRIBUTING TO THE VIBRANT CORE OF YOUR DOWNTOWN

One of DII's primary pillars is the activation of Downtown, which adds vibrancy and vitality from a year-long calendar of events. From annual, large-scale, free public events drawing 100,000 on a single evening to smaller weekly events for urban enthusiasts, we rely on sponsorship support from local and national brands to present our very best.

### STATE OF DOWNTOWN | APRIL

Our signature B-2-B annual event of the year highlights key Downtown initiatives as well as the latest local and national data, trends and economic indicators.

### CANAL AWAKENS | APRIL

Free event encourages attendees to get outside and explore the 1.5 mile Downtown Canal Walk.

### WORKOUT WEDNESDAYS | MAY-SEPTEMBER

Choose from Yoga on the Canal or Cardio on Georgia Street as folks trade the confines of the gym and studio for some fresh Indy air.

### FOOD TRUCK FRIDAYS | MAY-SEPTEMBER

More than a dozen food trucks head Downtown to shake up people's lunch hour with music and tasty grub.

### MOTORCYCLES ON MERIDIAN | AUGUST

Ride, watch and enjoy the sights and sounds as thousands of motorcycles flood Downtown for this one-day event.

### MONUMENT CIRCLE | YEAR-ROUND ACTIVATION

Seasonal celebrations with lighting shows, arts/cultural performances and patriotic salutes during select times throughout the year.

### CIRCLE OF LIGHTS | DAY AFTER THANKSGIVING

Annual Downtown tradition (56+ years) to usher in the holiday season with lighting, decorations and entertainment.



Photo: 2018 Workout Wednesday Presented by Anthem BlueCross BlueShield in partnership with Invoke Studios and YMCA

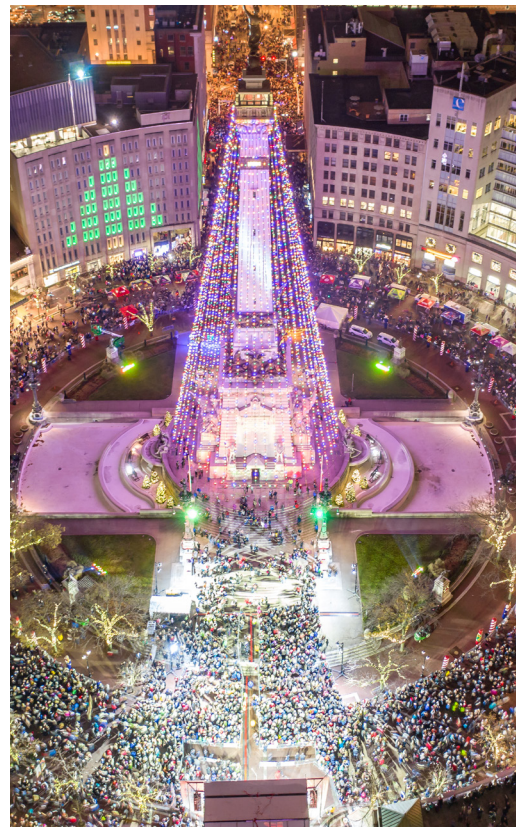


Photo: 2018 Circle of Lights Presented by IBEW



Photo: 2018 Food Truck Fridays Driven by Central Indiana Chevy Dealers

### Sponsorship provides an outstanding opportunity for members to further their exposure by:

- Increasing brand awareness by positioning your business as a community partner
- Raising local profile among target audiences
- Providing engaging customer experiences
- Fostering employee engagement