

DIGITAL MARKETING PARTNERSHIPS/PLACEMENTS

DOWNTOWN INDY'S MIDWEEK PEEK

EAT & DRINK EVENTS PARK PATRON PROGRAM



LIBERTY, JUSTICE & FIREWORKS FOR ALL
Downtown is THE place to be for patriotic events July 3 & 4. Enjoy live music Under the Sails at the Eiteljorg Museum, an Indianapolis Indians game, Party on the Plaza, a celebration at Melazoa Brewing - and the best fireworks in town!

READ MORE



ZIPPITY "ZOO" DA
Snakes, sloths, jazz... oh my! Head to the Indianapolis Zoo for Animals and All That Jazz. Concerts run Thursdays, July 4 - Aug. 1 from 5:30 - 8:30 p.m., included with regular admission. Visit the animals after hours, grab a drink and a bite to eat and hop on a ride for a great summer experience.

SEE MORE

YOUR AD HERE!

CONTACT: Jennifer Hanson, JENNIFER@DOWNTOWNINDY.ORG

MARK YOUR CALENDAR

Workout Wednesdays presented by Anthem Blue Cross and Blue

WEEKLY E-NEWSLETTER INCLUDES:

- One ad per week sent Wednesday mornings
- Ability to utilize different ads within the month

COST: DII MEMBERS ONLY

- \$500 per month
- \$200 for one week

**OPEN RATE | 21%
SUBSCRIBERS | 20,000
SIZE | 600 x 150 pixels**

MEMBERSHIP MONTHLY FEBRUARY 2020



Hello, Melanie-

We hope the year is off to a great start. With the first quarter moving quickly, we wanted to share our 2020-2021 organizational priorities with you.

Our work is focused around three strategic focus areas designed to deliver maximum impact in advancing and enhancing Downtown: **Quality of Place, Shaping the Narrative and Community Engagement.** From continuing the Downtown Agenda to ensuring the success of our Street Ambassador program, we've got a full year ahead. [Read our work plan HERE.](#)

YOUR MEMBERSHIP DOLLARS AT WORK



MONUMENT CIRCLE PLACEMAKING

Downtown Indy, Inc. has been awarded Monument Circle for the City's Placemaking Initiative. DII will handle the operation, programming and activation of the Circle beginning mid-February. A scope of services is being finalized, but all Monument Circle rentals and events can now be directed to us. Additionally, all Georgia Street and Canal events and inquiries are being directed to the City. Please contact us with any questions.

YOUR AD HERE!

CONTACT: Jennifer Hanson, JENNIFER@DOWNTOWNINDY.ORG

MEMBERSHIP MONTHLY E-NEWSLETTER INCLUDES:

- One ad per month sent beginning of month

COST: DII MEMBERS ONLY
• \$200 for one month

**OPEN RATE | 29%
SUBSCRIBERS | 1,200 + DII
Members
SIZE | 600 x 200 pixels**

INDY INDIANS

It's *Ballpark* Season

THIRSTY THURSDAY

THURSDAY, MAY 30 | 7:05 PM

\$2 22oz PEPSI FOUNTAIN DRINKS

\$3 16oz DOMESTIC DRAFTS

\$5 16oz PREMIUM & CRAFT DRAFTS

BUY TIX

Only on Select Thursdays

SUN KING BREWERY

CIRCLE CITY NIGHT

THURSDAY, MAY 30 | 7:05 PM

BUY TIX

Circle City

SHOP CIRCLE CITY GEAR



Downtown INDY **WE'RE THE PEOPLE BEHIND THE PLACE.**
Downtown Indy, Inc. focuses on Downtown's economic success, vitality and livability.
LEARN MORE AT WWW.DOWNTOWNINDY.ORG

CROSS-MARKETING PARTNERSHIP INCLUDES:

- One complete e-news dedicated to your message
- Featured paragraph in Wednesday e-news
- DII Website - Featured message as a Top Pick for one week.
- Media support – included in timely blogs and appropriate news releases and media pitches.
- Twitter feed – tweet promoting your message. Can give away admission tickets via Contest page.
- Facebook post - post promoting your message. Can give away admission tickets via Contest page.

COST: (Based on number of dedicated emails)
• \$1,500 - \$3,500

**AVERAGE OPEN RATE | 19%
SUBSCRIBERS | 20,000
SIZE | 600 x Any Length**



NEED MORE INFORMATION?

CONTACT:

Jennifer Hanson | jennifer@downtownindy.org | 317.237.2202

MEMBERSHIP MUST BE CURRENT FOR PARTICIPATION