

JOIN US IN MAKING OUR DOWNTOWN STRONGER.





HELLO, NEIGHBOR!

There's a reason you located your business Downtown. And we love seeing you succeed. In fact, we were created to help. Downtown Indy, Inc. (DII) is the urban place management organization focused solely on Downtown's economic success, vitality and livability.

As a nonprofit, membership-based organization, we're intentionally hyper-local so you can experience impact right at your doorstep. We engage members through advocacy, collaboration and action to maximize that impact. Pooled together, membership dollars provide the resources to execute the following efforts in delivering a strong and successful Downtown.

TOGETHER WE:

MANAGE. Keeping our Downtown clean, green, safe and vibrant.

MARKET. Shaping the narrative of Downtown to broaden the brand and drive/sustain demand.

ACTIVATE. Contributing to the visibility and vibrancy of Downtown. We lead the activation of Indianapolis' premiere public space, Monument Circle.

DEVELOP. Ensuring Downtown has the best retail, commercial and residential pieces.

THE BOTTOM LINE: Our collective energy results in growth, vibrancy, density and demand.

LET'S MOVE DOWNTOWN FORWARD, TOGETHER. JOIN US: **WWW.DOWNTOWNINDY.ORG**

Downtown Indy, Inc. mission focuses on Downtown's economic success, vitality and livability.

DII MEMBERSHIP
generating a collective impact

Advocacy • Action • Collaboration

WE MANAGE

- Street cleaning ambassadors
- Addressing homelessness
- Panhandling mitigation
- Planters and trees
- Cleaning standards & pest bird control
- Safety patrols
- Wayfinding

WE MARKET

- Web presence
- Media promos
- Social media engagement
- Video/print resources
- Residential marketing
- Place branding
(i.e. maps, street banners, decor)

WE ACTIVATE

- Monument Circle events
- Shining A Light
- Community celebrations
- Peacemaking coordination
- Event guidance
(i.e. programming, permitting)

WE DEVELOP

- Retail/commercial connections
- Data, facts and trends
- Corporate tour assistance
- Broker/developer/City partnerships
- Promotion of residential living options

BOTTOM LINE
Growth • Vibrancy • Density • Demand

TRUSTEE LEVEL FOR THOSE WHO WANT A VOICE IN CHANGE AND A HAND IN GROWTH

EXCLUSIVE ACCESS

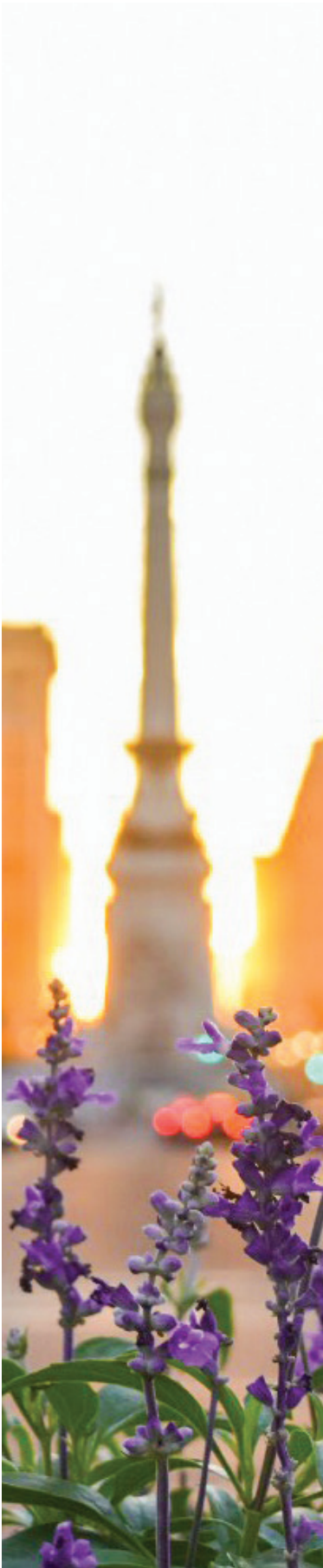
- Opportunity to participate in partnership meetings focused on a clean, green, safe and vibrant Downtown (security, beautification, etc).
- Invitations to quarterly events (community forums, Urban Blend, Access Downtown, etc.).
- Early registration for DII annual meeting, State of Downtown.
- Added police/safety visits for street-level businesses by DII Bike and Foot Patrol.
- Corporate members-only monthly e-newsletter.
- Email alerts informing members about public safety and traffic/street closures.
- Free, printed Downtown Indy maps for staff and/or clients.
- Assistance with tours for corporate investors and/or clients.
- Membership benefits extended to your associated, owned or operated businesses.
- DII training and presentations on subjects important to your business.
- Assistance in identifying and/or creating custom volunteer projects for your employees.
- Professional assistance/information with real estate investments and Downtown projects.
- Custom content about Downtown for your company's recruitment needs.*
- Access to commercial/residential real estate data.
- Building occupancy report and information on available real estate sites.
- Free IMPD security assessment (active shooter and police-based crisis management training).

COMMUNITY EXPOSURE

- Preferred inclusion and priority placement in earned and owned/paid media strategy (including tagging of your business/organization on DII social media, e-newsletter, mentions of your business/organization in media pitches and year-end recognition print ad).
- Networking opportunities with other Downtown businesses and DII Patrons.
- Opportunity for exposure via a blog post about your organization.*
- Opportunity to offer deal or discount to DII Patrons.
- Opportunity for an event of your choice prominently featured on DII event website 4/yr.*
- Activate membership through customized marketing plan.
- 50 percent off Downtown banner program.***
- Free quadrant rental of Monument Circle 1/yr.**

RECOGNITION

- Exposure and promotion as a preferred business organization via phone, web, email, etc.
- Customized, full-page profile on our website.
- Logo placement in DII annual State of Downtown report (large logo).
- Recognition as an event sponsor at all annual Downtown Indy, Inc. events (company logo).
- Company logo placement on DII's homepage and weekly e-newsletters.
- One seat on the Downtown Indy, Inc. Board of Directors.



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*Provided upon request
**As time permits/availability
***Design/printing not included—discount not extended to your clients or partners

\$40,000 +
INVESTMENT

CELEBRATE • PARTICIPATE • ADVOCATE

CONNECT WITH THE MOST ENGAGED

As a Downtown Indy, Inc. corporate member, enjoy the opportunity to interact with Downtown Indy, Inc. Patrons.

The DII Patron program is a unique engagement opportunity for individuals who are passionate about Downtown. DII Patrons are a collective of residents, employees, students and visitors. These Downtown enthusiasts are the pulse of our city serving as Downtown brand advocates as they passionately promote our urban core to family, friends and to those less familiar with Downtown.

DII corporate members have the ability to communicate with this group by attending DII events, hosting events and offering deals/discounts to an already invested audience.

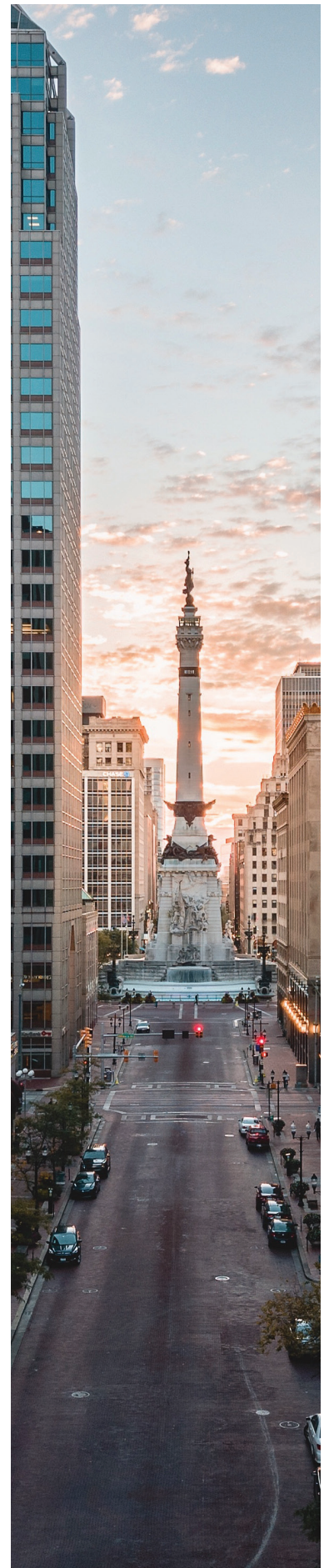


Top Photos: Exclusively designed t-shirt. Bottom Photos: DII 25th Anniversary Silver Shindig 2018.

Patrons contribute to Downtown's future and get some pretty great perks:

- Exclusive t-shirt
- Access to people, places and events that make our Downtown special
- Invitations to voice your opinion
- Networking opportunities

CONNECT AND LEARN MORE
WWW.DOWNTOWNINDY.ORG/PATRON



SPONSORSHIP OPPORTUNITIES GAIN ADDITIONAL EXPOSURE WHILE CONTRIBUTING TO THE VIBRANT CORE OF YOUR DOWNTOWN

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

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



Photo: State of Downtown Presented by JP Morgan Chase

STATE OF DOWNTOWN

WHEN: 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.

WORKOUT WEDNESDAYS

WHEN: MAY-SEPTEMBER

Downtown enthusiasts trade the confines of the gym and studio for some fresh Indy air on the people's plaza, Monument Circle.



Photo: Circle of Lights Presented by IBEW 481

FOOD TRUCK FRIDAYS

WHEN: MAY-SEPTEMBER

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

MOTORCYCLES ON MERIDIAN

WHEN: AUGUST

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

MONUMENT CIRCLE & SHINING A LIGHT

WHEN: YEAR-ROUND ACTIVATION

Seasonal celebrations, nightly lighting presentations, arts/cultural performances and patriotic salutes, throughout the year.



Photo: Shining A Light

CIRCLE OF LIGHTS

WHEN: DAY AFTER THANKSGIVING

Annual Downtown tradition to usher in the holiday season with lighting, decorations and entertainment.

FOR MORE INFORMATION CALL:
317.237.2222

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FREQUENTLY ASKED QUESTIONS

ABOUT DOWNTOWN INDY, INC.

HOW WAS DOWNTOWN INDY, INC.(DII) STARTED?

Started as a public/private partnership in 1993, Downtown Indy, Inc. (originally named “Indianapolis Downtown, Inc.”) was incorporated as a 501(c)(3) nonprofit to meet the growing urban place management and marketing needs for Downtown Indianapolis. This membership-based, civic nonprofit continues its mission today focusing on the economic success, vitality and livability of Downtown Indianapolis.

WHAT DEFINES DOWNTOWN?

Downtown Indianapolis is defined as the regional center; an area bounded by 16th Street on the north, I-65/I-70 on the east and south and the White River and Harding Street on the west.

OUR FUNDING MODEL?

As a private, nonprofit organization, Downtown Indy, Inc. is funded through corporate memberships.

WHAT ARE THE ANNUAL DUES?

Annual dues vary by level of membership.

WHAT IS YOUR ROI?

Your return on investment in a DII membership is seen daily in the demand generated right outside your doorstep. DII collectively addresses the urban environment in ways individual businesses are unable to do on their own, leading to a 38 percent increase in residents and employees in Downtown over the past five years. Your ROI is in the vibe and density you depend on as a Downtown business. Together, our efforts will continue to improve a thriving Downtown that attracts patrons and customers.

WHAT'S THE DIFFERENCE BETWEEN DII, THE INDY CHAMBER AND VISIT INDY?

Downtown Indy, Inc. is an urban place management organization focused solely on the economic success, vitality and livability of Downtown Indianapolis. DII is the only not-for-profit organization uniquely positioned to address Downtown's growth and well-being, including its continued development, management, activation and marketing. Visit Indy is a sales and marketing organization serving as Marion County's destination management organization and convention and visitors bureau. It seeks to increase the number of visitors to the entire city for convention and leisure travel. DII manages the urban core that Visit Indy sells outside of Central Indiana. The Indy Chamber focuses on creating a thriving business environment for all Central Indiana businesses through networking and advocacy.

WHAT ENGAGEMENT OPPORTUNITIES ARE AVAILABLE FOR CORPORATE MEMBERS?

DII hosts regular meetings for its members around urban place management issues such as parking, security, marketing, beautification and panhandling/homelessness.

In addition, DII offers multiple engagement and networking opportunities throughout the year for members focused on topics such as retail strategy, future urban developments and placemaking.

**GROWTH.
VIBRANCY.
DENSITY.
DEMAND.**

**IT DOESN'T HAPPEN
BY ACCIDENT.**

**IT TAKES A
COMMUNITY OF
MEMBERS LIKE YOU.**





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