



HELLO!

Allow us to introduce ourselves. Downtown Indy, Inc. (DII) is the urban place management organization for Downtown Indianapolis. We are solely focused on Downtown's economic success, vitality and livability through advocacy, action and collaboration.

Thanks to the investment of our sponsors, we are able to collectively enhance and advance Downtown Indianapolis.

**GROWTH. VIBRANCY. DEMAND. DENSITY.
IT DOESN'T HAPPEN BY ACCIDENT.**

Here's a look at some of those who believe in a strong Downtown:



FOR MORE INFORMATION CONTACT:
BOB SCHULTZ, APR SR. VP OF MARKETING/EVENTS
EMAIL: BOB@DOWNTOWNINDY.ORG PHONE: 317-237-2212





SPONSORSHIP OVERVIEW

Downtown Indy, Inc. (DII) is the urban place management organization for Downtown Indianapolis. We are solely focused on Downtown's economic success, vitality and livability through advocacy, action and collaboration. As we begin slowly ramp back up and host public gatherings as 2021 unfolds, we appreciate the investment of our sponsors to help stimulate Downtown Indianapolis once again.

Sponsorship provides an outstanding opportunity for your organization to:

- Increase brand awareness by positioning your business as a community partner
- Raise local profile among target audiences
- Provide engaging customer experiences
- Foster employee engagement

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.

WORKOUT WEDNESDAYS | MAY-SEPTEMBER

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

FOOD TRUCK FRIDAYS | JUNE-AUGUST

More than a dozen food trucks head Downtown to shake up the 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.



EVENT DETAILS:

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

DEMOGRAPHIC:

Central Indiana residents and visitors of all ages

WHEN:

November 26, 2021

WHERE:

Monument Circle

ATTENDANCE:

100,000

SPONSORSHIP DETAILS	PRESENTER	CONTRIBUTOR \$25,000 (Audition, Stage, Coloring Contest & Finale Sponsorship)	SUPPORTER \$10,000 (Viewing plaza)	ACTIVATOR \$2,500
Name & logo inclusion in the official event logo	SOLD			
Name & logo on signage leading to event	SOLD			
Representative on stage during “flipping of the switch”	SOLD			
Opportunity to host auditions and provide judges	SOLD			
Representative on stage during “flipping of the switch”	SOLD			
Inclusion in per-promotional ads on TV/radio	SOLD			
Exclusivity in your category	SOLD	✓		
Logo on digital video boards	SOLD	✓	✓	
Logo placement on print and digital collateral	SOLD	✓ Medium	✓ Small	
Opportunity to underwrite one of the coloring contest winner’s College Choice 529 scholarship and present check on stage	SOLD	✓	✓	
Company mention in all press releases/media pitches	SOLD	✓	✓	
Opportunity to run :30 sec promotional message/commercial on video boards	SOLD	✓	✓	
Stage mentions throughout the event	SOLD	✓	✓	
VIP passes for Reception and Viewing Area	SOLD	✓ 10	✓ 4	
Parking passes for guests	SOLD	✓ 5	✓ 2	✓ 1
Social media mentions	SOLD	✓	✓	✓
Ability to have an activation space and/or brand ambassadors on site	SOLD	✓ 20x20	✓ 10x20	✓ 10x10



EVENT DETAILS: As evening falls, guests gather around the literal and figurative Crossroad of America, direct their gaze to the Soldiers and Sailors Monument as symphonic music penetrates the normal sounds of evening, conversations cease and all are greeted by a recorded welcome of company representative. And then, it begins. A distinct, patriotic composition crafted by the Indianapolis Symphony Orchestra fills the air for just a few minutes while the Soldiers and Sailors Monument basks in an array of red, white and blue. The audience is enveloped in a ring of coordinating video and light projections featuring images of historic significance as they unfold across the surrounding building facades, and statues on the Soldiers and Sailors Monument are illuminated on cue

DEMOGRAPHIC: Veterans; Indiana residents; visitors of all ages

WHEN:
March-November

WHERE:
Monument Circle

ATTENDANCE:
1,000-10,000/event

SHINING A LIGHT SPONSORSHIP DETAILS	NIGHTLY SALUTE PRESENTER NEGOTIABLE	ARTS ON THE CIRCLE CONTRIBUTOR \$25,000	INITIATIVE SUPPORTER \$5,000
Company logo artistically added to projected video content of Signature Salute			
Exclusivity as only sponsor of nightly salute	✓		
Airing of a company representative's recorded greeting each evening immediately before the Signature Salute to welcome those gathered and to set the stage for the presentation	✓		
Logo inclusion on Downtown banners	✓	✓	
Company mention in all press releases/media pitches in advance of the debut	✓	✓	
Opportunity for company representative to participate in pre-event media as presenting partner	✓	✓	
Recognition from the stage during the 2021 Circle of Lights on November 26 where the Salute will be presented on live TV.	✓	✓	
Logo placement on promotional print and digital collateral seeking corporate sponsorships for Shining A Light initiative	✓	✓	
Company inclusion in all social media mentions	✓	✓	



EVENT DETAILS:

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.

DEMOGRAPHIC:

Downtown business leaders, advocates and champions

WHEN:

April TBD

WHERE:

TBD

ATTENDANCE:

250+

STATE OF DOWNTOWN SPONSORSHIP DETAILS	PRESENTER \$15,000	CONTRIBUTOR \$2,500	ACTIVATOR \$750
Corporate name attached to event logo and description	SOLD		
Opportunity to speak at event and/or introduce presenters	SOLD		
Business collateral distributed to each attendee at the event	SOLD		
Contact info for each attendee	SOLD		
Ad inside the 2020 Community Report/Logo placement on back of 2020 Community Report (print/digital)	SOLD		
Logo placement throughout event - digital and print	SOLD	✓ Large	
Reserved seating and free parking at event	SOLD	✓ Medium	
Exhibitor space, if desired	SOLD	✓	
Inclusion in media outreach	SOLD	✓	✓
Inclusion in social media marketing	SOLD	✓	✓
Dedicated email with creative of choice for send to audience of 20,000 Central Indiana residents	SOLD		
Name included as a sponsor on overarching Downtown Agenda blueprint, as well as each strategic brief	SOLD	✓	
Organization-authored forward to Downtown Agenda that can also serve as Op-ed for Indianapolis Business Journal	SOLD	✓ Medium	
Specialized presentation for employees on the Downtown Agenda	SOLD	✓	



EVENT DETAILS:

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

DEMOGRAPHIC:

Bikers and enthusiasts of all ages

WHEN:

August TBD

WHERE:

Monument Circle

ATTENDANCE:

30K bikers;
50K spectators

MOTORCYCLES ON MERIDIAN SPONSORSHIP DETAILS	PRESENTER \$10,000	PREMIERE PLACEMENT \$2,500	ACTIVATOR \$250
Name and logo inclusion in the official event logo	✓		
Category exclusivity	✓		
Logo placement on all print and digital collateral (web, etc.)	✓		
Company mention in all press releases/media pitches	✓		
Opportunity to make audio announcements during event	✓	✓	✓
Opportunity to have activation space and brand ambassadors on site	✓	✓	✓
Social media mentions	✓	✓	✓

★WORKOUT★ WEDNESDAYS

EVENT DETAILS:

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

DEMOGRAPHIC:

All ages—Downtown residents & professionals, health-seekers/active, mostly female

WHEN:

May-September

WHERE:

Monument Circle

ATTENDANCE:

100+

WORKOUT WEDNESDAY SPONSORSHIP DETAILS	PRESENTER \$20,000	CONTRIBUTOR \$5,000	ACTIVATOR \$100
Logo inclusion in event branding	SOLD		
Category exclusivity	SOLD	✓	
Logo placement on all digital collateral	SOLD	✓	
Name and logo on signage specific to location	SOLD	✓	
Company mention in all press releases/media pitches	SOLD	✓	
Social media mentions	SOLD	✓	
Opportunity to have activation space and brand ambassadors on site	SOLD	✓	✓
Opportunity to provide branded amenity/water to audience	SOLD	✓	✓
Opportunity to address those gathered for announcement(s)	SOLD	✓	✓



EVENT DETAILS:

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

DEMOGRAPHIC:

Downtown employees, residents and visitors of all ages

WHEN:

June-August

WHERE:

Monument Circle

ATTENDANCE:

1200+

FOOD TRUCK FRIDAY SPONSORSHIP DETAILS	PRESENTER \$10,000	ACTIVATOR \$250
Name and logo inclusion in the official event logo	✓	
Category exclusivity	✓	
Logo placement on all print and digital collateral (web, etc.)	✓	
Inclusion in all radio promotions with media partner	✓	
Company mention in all press releases/media pitches	✓	
Opportunity to make audio announcements during event	✓	✓
Opportunity to have activation space and brand ambassadors on site	✓	✓
Social media mentions	✓	✓