

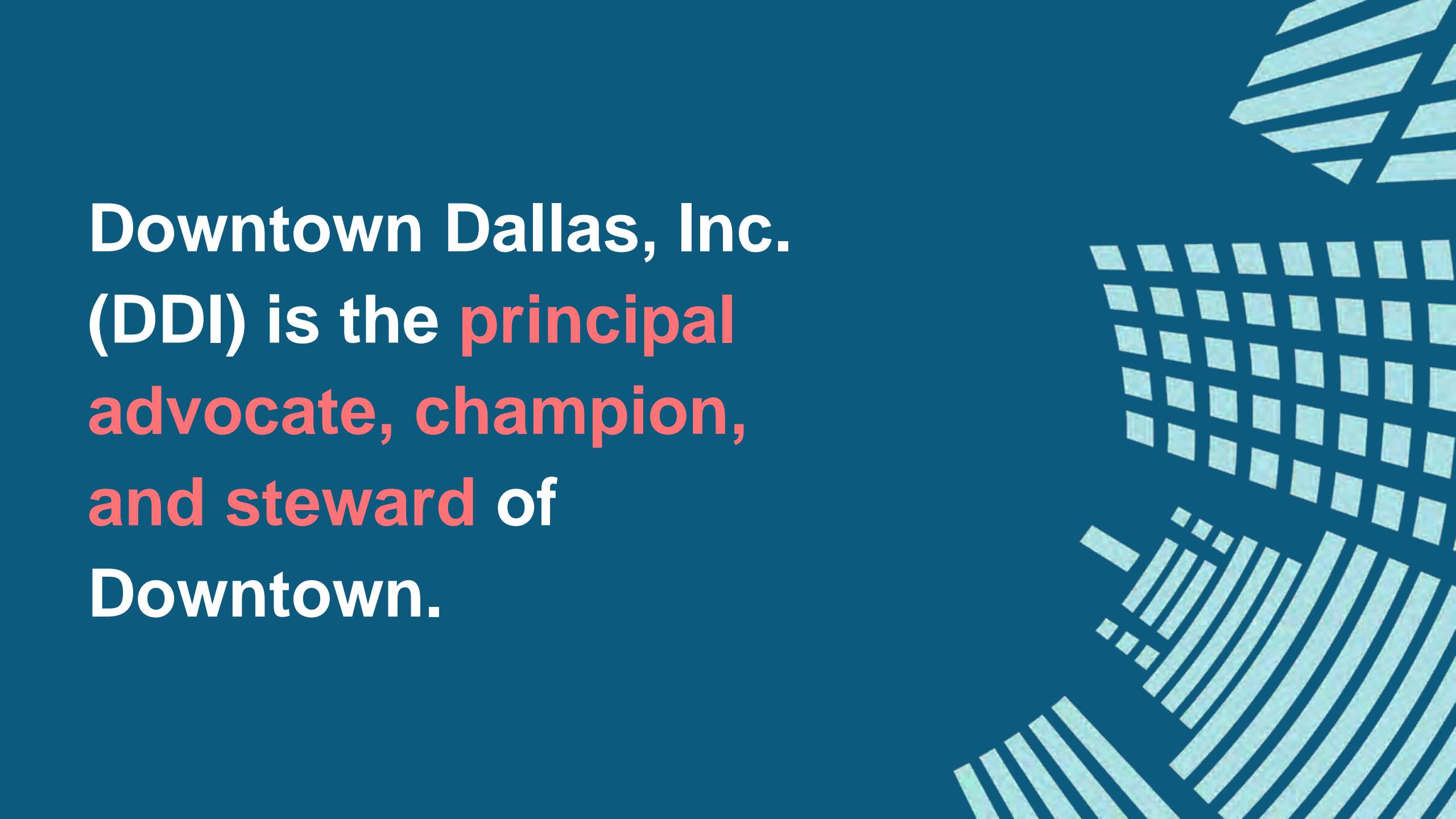
DOWNTOWN
DALLAS INC



2024

Sponsorship Opportunities





Downtown Dallas, Inc.
(DDI) is the principal
advocate, champion,
and steward of
Downtown.



Downtown Dallas, Inc.
produces **engaging** business
and community events.

DDI activates public space to
further our mission of maintaining
a **vibrant** Downtown for employees,
residents, and visitors.



We **invite you** to engage consumers, conduct experiential and mobile marketing **activations**, sample and demo products, **create excitement**, and extend brand awareness through DDI's stable of **exceptional community events** in Downtown Dallas.



Sponsorship Opportunities

- Signature Holiday Strolls
- Discover Downtown Movie Series
- Downtown Dallas x Fitness Ambassadors
- Roller Rink
- Holiday Décor
- Downtown Medians
- 2024 State of Downtown
- Annual Meeting 2025
- Major Art Installations
- Wellness Series



Signature Holiday Strolls

DDI produces several exciting family *(and pet!)* friendly signature holiday events.

We **collaborate** with our ground floor businesses to provide a family-friendly stroll through Downtown where attendees pick up stuffers and treats as they stroll through Downtown.

Events include face painting, kid's activities, shopping and **much more!**



Signature Holiday Strolls

Audience

Downtown residents and employees,
families across the metroplex.

Attendance

2,000 – 6,000

Sponsorships

\$1,000 - \$10,000



Signature Holiday Strolls

Solar Stroll
April 6, 2024

[LEARN MORE](#)

Trick-or-Treat on Downtown Streets
October 31, 2024

[LEARN MORE](#)

Downtown Stocking Stroll
December 21, 2024

[LEARN MORE](#)



Discover Downtown Movie Series

Guests enjoy movies al fresco in our Downtown signature parks with a **spectacular view** of the Dallas skyline.

We showcase everything from **family-friendly** movies to **holiday-themed** movies to the occasional date night movies.

Attendees are **encouraged** to bring their own blankets and nosh on bites from local restaurants. Cash bar available.



Discover Downtown Movie Series

Audience

Downtown residents and families across the region.

Attendance

150 – 1,100

Events per Year

12 (April, May, October)

Sponsorships

\$1,000 - \$10,000

[LEARN MORE](#)



Downtown Dallas x Fitness Ambassadors

DDI, in partnership with Fitness Ambassadors present **Spring into Fitness**. The teams will host a variety of wellness classes and events in our **beautiful signature greenspaces**.

These events draw guests from throughout the region as well as residents. Offerings include silent disco, meditation, walking clubs, yoga, pickleball social and more.

All events are **family friendly** and appropriate for **all fitness levels**.



Downtown Dallas x Fitness Ambassadors

Audience

Downtown residents and employees,
families across the region.

Attendance

50 – 200 per event

Sponsorships

Available upon request.

Photo: Ghostmammoth.pb instagram



Roller Rink Sponsorship

Elevate your brand with a six-week pop up roller rink in the heart of Downtown. Benefits to include onsite signage, private events, marketing and promotion, and other benefits customized for each sponsor.

Coming Spring 2025

PHOTO CREDIT:
City Center Partnership



Roller Rink Sponsorship

Audience

Downtown residents, families,
visitors and employees.

Attendance

200,000+ over six weeks

Presenting Sponsorship Opportunity

\$150,000/year for 3 years



Holiday Décor Sponsorship: JOY

Bring all the feels and cheer to Downtown Dallas with our 31-foot holiday installation.

Benefits include onsite logo/signage, recognition in all marketing and promotion and one complimentary park rental (subject to availability).



Holiday Décor Sponsorship: Holiday Tree

Bring cheer to Downtown Dallas with our Holiday Tree installation at Main Street Garden.

Benefits include onsite logo/signage, recognition in all marketing and promotion and one complimentary park rental (subject to availability).



Holiday Décor Sponsorship: JOY & Holiday Tree

Audience

Downtown residents, employees and visitors
from across the region.

Attendance

100,000+ over six weeks

Sponsorships

\$15,000+/year



Downtown Medians

Your company can help in beautification efforts in Downtown Dallas by sponsoring one (or more) of our median projects.

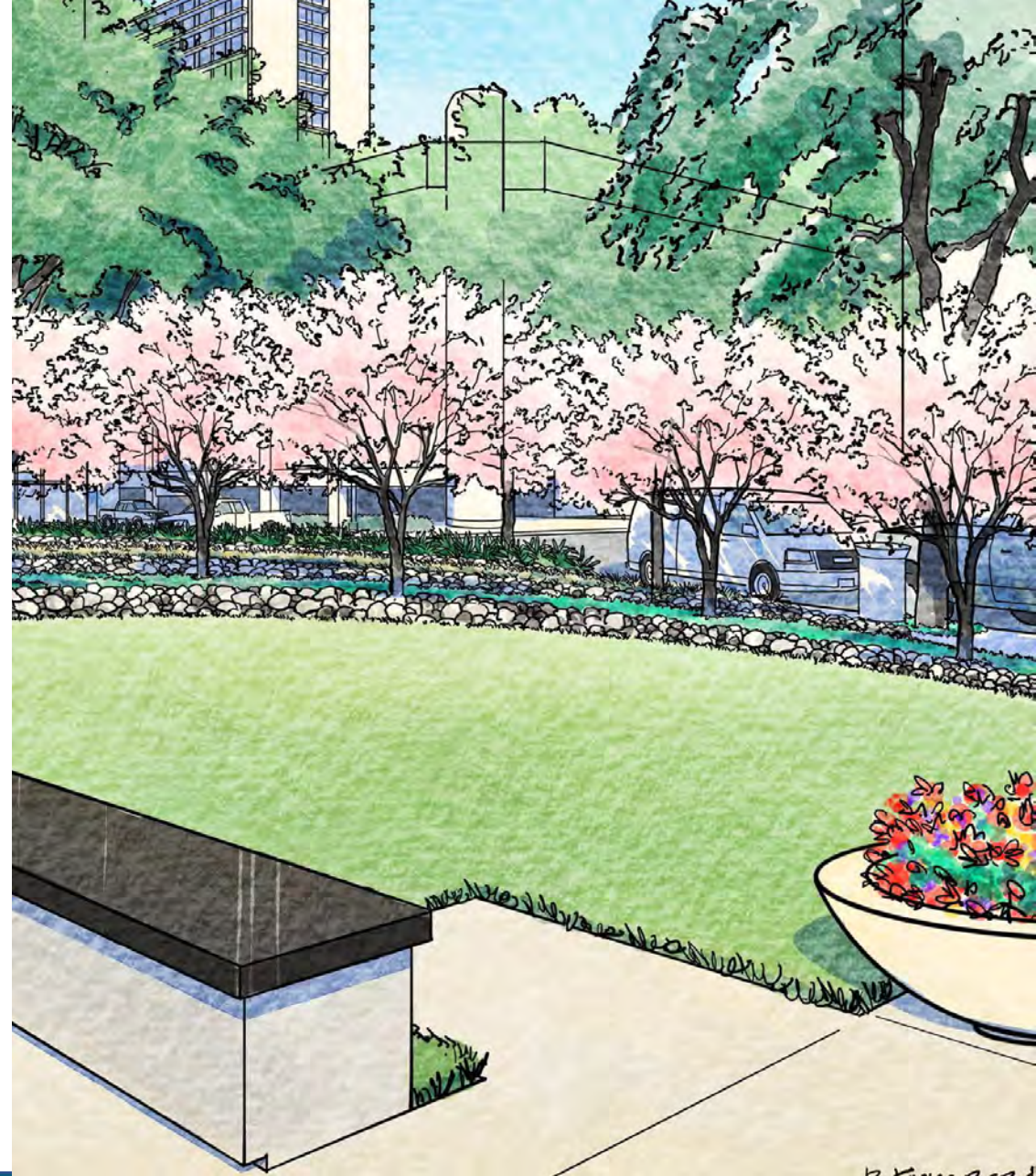
Benefits include onsite logo/signage, recognition in all marketing and promotion and one complimentary park rental (subject to availability).

Sponsorship

\$10,000/year

Total Available

11



2024 State of Downtown

Typically held in the fall, the **State of Downtown** delivers an annual address to the business community. This is an excellent opportunity to network and advertise at an event focused on the **future of our city**.

Benefits include onsite logo/signage, recognition in all marketing and promotion and more.



2024 State of Downtown

Audience

Stakeholder and member businesses
and their employees, city officials, ...

Attendance

400-600

Sponsorships

\$3,500 - \$15,000



2025 Annual Meeting

Audience

Stakeholder and member businesses
and their employees, city officials, ...

Attendance

600-1,000

Sponsorships

\$4,500 - \$30,000



2025 Annual Meeting

The **Annual Meeting** is our top business and fundraising event of the year, bringing together more than 500 top business leaders, city officials, and community members to **celebrate Downtown Dallas**, hear from a nationally recognized keynote speaker on a local community topic of interest, and more. Benefits include onsite logo/signage, recognition in all marketing and promotion and more.





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