



## 2010 Annual Conference

### *Downtown Trends:*

### *Essential Community Responses to the New Economic Reality*

#### Sponsorship Benefits

Downtown Colorado, Inc. (DCI) is pleased to offer the opportunity to sponsor its 2010 Annual Conference entitled, "*Downtown Trends: Essential Community Responses to the New Economic Reality.*" This is an exclusive opportunity to sponsor Colorado's premier downtown organization, and the only organization in the state that focuses on downtowns, town centers, and commercial districts.

**Date:** September 22-24, 2010  
**Venue:** The Hotel Colorado, Glenwood Springs  
**Attendance:** 150-200 people  
**Target Audience:** State, regional and local government officials, business and community leaders, economic developers, quasi-governmental organizations

#### **\$5,000 and up – Platinum Sponsor**

##### **Summary of Benefits:**

- 5 Complimentary conference registrations
- Event exposure:
  - ✓ Conference sponsor and host!
  - ✓ Ten-minute speaking opportunity at the opening plenary September 22, 2010 and at the Mayors Panel on September 24, 2010.
  - ✓ Opportunity to post a banner at all plenary sessions
  - ✓ Opportunity to distribute promotional materials and product samples at registration (materials submitted by Sept 1 for inclusion in conference packet)
  - ✓ Logo sponsor recognition displayed throughout the event (DCI will provide)
  - ✓ Recognition during conference program and Governor's Awards Ceremony
  - ✓ Logo/recognition in DCI conference program (logo must be received by Aug 2)
  - ✓ Full page ad in DCI conference packet (ad must be received by Aug 2)
  - ✓ Contact list of conference attendees

#### **\$4,000 – Governor's Awards for Downtown Excellence Sponsor**

##### **Summary of Benefits:**

- 4 Complimentary conference registrations
- Event exposure:
  - ✓ Host of Governor's Awards for Downtown Excellence dinner on September 23, 2010
  - ✓ Ten-minute speaking opportunity at the Governor's Awards for Downtown Excellence
  - ✓ Opportunity to post a banner at all plenary sessions
  - ✓ Opportunity to distribute promotional materials and product samples at registration (materials submitted by Sept 1 for inclusion in conference packet)
  - ✓ Logo sponsor recognition displayed throughout the event (DCI will provide)
  - ✓ Recognition during conference program and Governor's Awards Ceremony
  - ✓ Logo/recognition in DCI conference program (logo must be received by Aug 2)
  - ✓ Full page ad in DCI conference packet (ad must be received by Aug 2)
  - ✓ Contact list of conference attendees

**\$3,000-\$3,500 – Responses to New Economic Reality Speaker Series Sponsor**

**Summary of Benefits:**

- 3 complimentary conference registrations
- Event exposure:
  - ✓ 10-minute speaking opportunity at the Series Opening Breakfast (Thursday morning)
  - ✓ Opportunity to post a banner at all plenary sessions
  - ✓ Opportunity to distribute promotional materials and product samples at registration (materials submitted by September 1st are included in conference packet)
  - ✓ Sponsor logo displayed throughout the event (DCI will provide)
  - ✓ Recognition during conference program and Series Opening Breakfast
  - ✓ Full page ad in DCI conference packet (as must be received by Aug 2)
  - ✓ Contact list of conference attendees

**\$3,000 -\$3,500 – Development & Improvement District Sponsor**

**Summary of Benefits:**

- 3 Complimentary conference registrations
- Event exposure:
  - ✓ Official host(s) of Mayors Panel Session on September 24, 2010
  - ✓ Opportunity to distribute promotional materials and product samples at registration (materials submitted by Sept 1 for inclusion in conference packet)
  - ✓ Logo sponsor recognition displayed throughout the event (DCI will provide)
  - ✓ Recognition during conference program and breakfast
  - ✓ Logo/recognition in DCI conference program (logo must be received by Aug 2)
  - ✓ Half page ad in DCI conference packet (ad must be received by Aug 2)
  - ✓ Contact list of conference attendees

**\$2,500 – Executive Approaches to Downtown Leadership (Friday) Sponsor**

**Summary of Benefits:**

- 3 complimentary conference registrations
- Event exposure:
  - ✓ 5-minute speaking opportunity at Friday's opening plenary session
  - ✓ Opportunity to post a banner at all plenary sessions
  - ✓ Opportunity to distribute promotional materials and product samples at registration (materials submitted by September 1st are included in conference packet)
  - ✓ Sponsor logo displayed throughout the event (DCI will provide)
  - ✓ Recognition during conference program and Friday Executive Approaches Plenary Sessions
  - ✓ Full page ad in DCI conference packet (as must be received by Aug 2)
  - ✓ Contact list of conference attendees

**\$1,500 - \$2,499 – Gold Sponsor**

**Summary of Benefits:**

- 3 complimentary conference registrations
- Event exposure:
  - ✓ Opportunity to distribute promotional materials and product samples at registration (materials submitted by Sept 1 for inclusion in conference packet)
  - ✓ Logo sponsor recognition displayed throughout the event (DCI will provide)
  - ✓ Recognition during conference program
  - ✓ Logo/recognition in DCI conference program (logo must be received by Aug 2)
  - ✓ Quarter page ad in DCI conference packet (ad must be received by Aug 2)
  - ✓ Contact list of conference attendees

**\$875 - \$1,499 – Silver Sponsor**

**Summary of Benefits:**

- 2 Complimentary conference registrations
- Event exposure:
  - ✓ Official host(s) of either an evening cocktail reception, breakfast, or break as determined by the conference committee
  - ✓ Opportunity to distribute promotional materials and product samples at registration (materials submitted by Sept 1 for inclusion in conference packet)
  - ✓ Logo sponsor recognition displayed throughout the event (DCI will provide)
  - ✓ Recognition during conference program
  - ✓ Logo/recognition in DCI conference program (logo must be received by Aug 2)
  - ✓ Quarter page ad in DCI conference packet (ad must be received by Aug 2)
  - ✓ Contact list of conference attendees

**\$500 - \$874 – Bronze Sponsor**

**Summary of Benefits:**

- 1 Complimentary conference registration
- Event exposure:
  - ✓ Recognition during conference program
  - ✓ Logo/recognition in DCI conference program (logo must be received by Aug 2)
  - ✓ Business card page ad in DCI conference packet (ad must be received by Aug 2)
  - ✓ Contact list of conference attendees

**\$375 - \$499 – Friend of DCI (Members Only)**

**Summary of Benefits:**

- 1 Complimentary conference registration
- Event exposure:
  - ✓ Recognition during conference program
  - ✓ Logo/recognition in DCI conference program (logo must be received by Aug 2)

**To sponsor the DCI 2010 Annual Conference, please contact:**

Heather Garbo  
Downtown Colorado, Inc.  
240 S. Broadway, Suite 201,  
Denver, CO, 80209,  
t. 303.282.0625, f. 303.282.0658  
marketing@downtowncoloradoinc.org

## GENERAL INFORMATION FOR SPONSORS & EXHIBITORS

**Date:** September 22-24, 2010  
**Venue:** The Hotel Colorado, Glenwood Springs  
**Attendance:** 150-200 people  
**Target Audience:** State, regional and local government officials, business and community leaders, economic developers, quasi-governmental organizations

### DEADLINES

**July 2, 2010** Please let us know by July 2, 2010 if you plan to sponsor the conference. We will begin preparing information for the newsletter and conference brochure. **We need your logo and sponsorship forms and payments by August 2, 2010.** Email your logo to: [events@DCIonline.org](mailto:events@DCIonline.org). In order to get your information out to DCI members, it is important that this deadline be met. **Please note that if you plan to exhibit, you should request exhibit space on the sponsorship form.**

**August 2, 2010** We need COMPLETE Exhibitor Forms from you by August 2, 2010 for planning the meeting space. The form includes requests for a table, electricity, additional space, etc. If you do not return the form by this date, then we cannot guarantee space.

We need all ads from you by August 2, 2010 to be included in the conference program. The form includes requests for a table, electricity, additional space, etc.

**To submit your ad:** Label your JPEG, PDF, or EPS electronic file as follows: DCI Conference/name of organization/size of ad (full page, half page, quarter page, or business card). Email your ad to: [events@downtowncoloradoinc.org](mailto:events@downtowncoloradoinc.org).

**August 27, 2010** For last-minute sponsors to be included in the conference program and recognition boards we must have your logo and payment no later than August 27, 2010. Email your logo to: [events@downtowncoloradoinc.org](mailto:events@downtowncoloradoinc.org).

**September 6, 2010** Sponsors should send in registration information for all complimentary registrations by September 6, 2010.

**Questions? Contact Heather Garbo at the DCI office, 303-282-0625 or [marketing@downtowncoloradoinc.org](mailto:marketing@downtowncoloradoinc.org).**

### Sponsorship Form

Yes, I will be a Sponsor for the 2010 Downtown Colorado, Inc. Annual Conference at the following level:

- \$ 5,000+ Platinum Sponsor (Other Amount \$ \_\_\_\_\_)
- \$ 4,000 Governor's Awards Gala Sponsor
- \$ 3,000-\$3500 Responses to New Economic Reality Speaker Series Sponsor
- \$ 3,000-\$3500 Development & Improvement District Sponsor
- \$2,500-\$2,999 Executive Approaches to Downtown Leadership Sponsor
- \$ 1,500-\$2,499 Gold Sponsor
- \$ 875-\$1,250 Silver Sponsor
- \$ 500-\$874 Bronze Sponsor
- \$ 375-\$499 Friend of DCI
- \$ 374 or less Downtown Supporter

Mr. Ms. (Circle one)

\_\_\_\_\_  
First Name Last Name Suffix Nickname

\_\_\_\_\_  
Title Company/Organization Organization Category (public, non-profit, private)

\_\_\_\_\_  
Street Address or PO Box for mailings City State Zip

\_\_\_\_\_  
e Fax E-mail Phone

\_\_\_\_\_  
Signature of Credit Card Holder

- Check Enclosed
- Credit Card (circle one) MC Visa

\_\_\_\_\_  
Card # Expiration Date 3 Digit Security code

\_\_\_\_\_  
Billing info if different than above

I am unable to participate but please accept the enclosed tax-deductible donation to DCI in the amount of \_\_\_\_\_ in support of DCI's mission.

I plan to submit an ad for the conference brochure

\_\_\_\_\_  
Contact Name for program ad (if different than above) Phone Email

- I plan to display an exhibit (available for sponsors \$500+) OR
- I plan to use some space on a shared exhibit table (available for sponsors \$250+)

*Your prompt response will ensure your inclusion in all conference publicity and materials.*

### **Exhibitor Information\***

*\$500 sponsorship and above qualifies for individual exhibit space  
\$250 sponsorship or more qualifies for space on an exhibit table.*

**Date:** September 22-24, 2010  
**Venue:** The Hotel Colorado, Glenwood Springs  
**Attendance:** 150-300 people  
**Target Audience:** State, regional and local government officials, business and community leaders, economic developers, quasi-governmental organizations

#### **General Conference Information**

- 2-day conference filled with educational sessions, tours, networking opportunities, dinner gala, and entertainment
- Conference Attendance: Approximately 150-200 professionals involved in downtown and commercial district revitalization
- Governor's Awards Ceremony Attendance: Approximately 150-250 (includes conference attendees)

#### **Logistics**

- Exhibits will be set up in the Hotel Colorado near the registration table. This area will provide maximum visibility as participants attend all sessions. All networking breaks will be held with easy access to exhibitor area.
- Exhibition space will be available from September 22<sup>nd</sup> at 1pm to September 24<sup>th</sup> at 1pm; set up may take place as early as 9/22 at 1pm.
- Each exhibit will have approximately 6 ft x 4 ft along a wall, please request additional space as needed. (There will be an extra charge for additional space. Contact DCI to inquire.)
- Stand-alone banners are permitted, however only Platinum sponsors can use hanging banners.
- Electricity available on request. (There will be an additional charge for electricity. Contact DCI to inquire.)
- 6-ft tables available on request (see the Exhibitor Form below)

**Please review Sponsorship Levels and Benefits to ascertain which benefits apply to you. If your sponsorship level includes an advertisement or exhibit, please send all logos by July 2, 2010 and all advertisements and the completed Exhibitor Form by August 2, 2010 to ensure the maximum benefits of sponsorship.**

