



**DOWNTOWN**  
**LEXINGTON**  

---

**PARTNERSHIP**



**2019 SPONSORSHIP  
OPPORTUNITIES**

**DOWNTOWN SPIRIT, KENTUCKY SOUL.**





**DOWNTOWN  
LEXINGTON**  
IS STRONGER WITH YOUR HELP!

**DOWNTOWN LEXINGTON  
PARTNERSHIP IS A NON-PROFIT  
ORGANIZATION DEDICATED TO  
MAKING DOWNTOWN LEXINGTON  
A GREAT PLACE TO LIVE,  
WORK AND PLAY!**

---

Sponsorship with Downtown Lexington Partnership affords members a unique opportunity to build client relationships, increase brand awareness and show your support for DLP's overall vision. Through visual and verbal recognition at events, in electronic communications and on DLP's website and social media platforms, sponsorship offers your business unparalleled potential to reach a wide range of demographically diverse clients in downtown and throughout our region.

Downtown Lexington is the heartbeat of our community and is everyone's neighborhood. By sponsoring a DLP event your company is a part of our downtown's exciting momentum helping to uplift our city, increase its value, and invest in our future.

## BENEFITS OF A DOWNTOWN-FOCUSED SPONSORSHIP:

### DOWNTOWN PATRONAGE:

**80%**

**OF PEOPLE IN THE SEVEN  
COUNTY METRO AREA**  
(ANDERSON, BOURBON, BOYLE,  
CLARK, FRANKLIN, GARRARD, AND  
HARRISON COUNTIES)

**VISITED DOWNTOWN  
IN THE LAST SIX MONTHS**

**AVG LENGTH STAY OF  
145 MINUTES**

**SPENDING AN AVG OF  
\$69.64 PER  
VISIT**

**ONE PATRON HAS AN  
AVG  
OF 29.7**

**LEISURE VISITS IN A  
SIX-MONTH PERIOD**

THAT'S MORE THAN  
ONCE PER WEEK!

REASONS FOR THE HIGHEST NUMBER OF VISITS INCLUDE:  
**DINING, FITNESS, SHOPPING AND SPECIAL EVENTS**

### BUSINESSES THAT HAVE SUPPORTED DLP THIS PAST YEAR INCLUDE:

Central Bank  
Clark Distributing Company  
Columbia Gas of Kentucky  
Community Trust Bank  
Country Boy Brewing  
Fifth Third Bank  
G&J Pepsi  
Hilton Lexington/Downtown  
Hurst Office Suppliers  
Keeneland  
Kentucky Ale

Kentucky Eagle, Inc.  
Kentucky Utilities Company  
LEX18  
McBrayer Law Firm  
Metro by T-Mobile  
Metronet  
PNC Bank  
SKYBAR - Lexington  
Red Mile  
Republic Bank  
Unified Trust Company

VisitLEX  
The Webb Companies  
West Sixth Brewing  
Windstream  
WKYT  
WesBanco

## DOWNTOWN VISITOR DEMOGRAPHICS:

**AVG AGE OF  
DOWNTOWN VISITOR**  
**43.3 YEARS**

**AVG HOUSEHOLD  
INCOME OF VISITOR**  
**\$81,200**

**DOWNTOWN  
VISITORS ARE**  
**51% FEMALE**  
**49% MALE**

**32% OF  
DOWNTOWN  
VISITORS HAVE  
CHILDREN**

## BROKEN DOWN BY DLP EVENTS:

EVENT NAME	DEMOGRAPHIC	DETAILS PAGE
DLP Annual Meeting & Awards of Excellence Luncheon	Professionals of all ages	5
DLP State of Downtown	Professionals of all ages	6
Thursday Night Live	Professionals of all ages, college students, families	7
Mayfest Arts Fair	Professionals of all ages, college students, families	8
Bike Lexington Family Fun Ride	Professionals of all ages, college students, families	9
Lexington's Fourth of July Festival	All ages	10
Fountain Films on Friday	Young adults & families	13
Ice Rink at Triangle Park	Families, children, teens, and young adults	14
Lexington's Tree Lighting Festival	All ages	15
Lexington's Christmas Parade	All ages	15

## LEXINGTON'S TREE LIGHTING FESTIVAL

November 2019

Join us in Triangle Park as we usher in the magic of the holiday season with lights and music transforming downtown into a winter wonderland with the spirit of the holidays as we light Lexington's Official Christmas Tree! Fun for all ages! Guests can enjoy skating, listen to music and enjoy free children's activities as the crowd waits for Santa and the Mayor to light the tree. Estimated attendance is 5,000.

INVESTMENT	PRESENTING SPONSOR
	PENDING
Logo/name inclusion in the official event logo/title	✓
Sponsor name mentioned on radio and tv ads	✓
10x10 booth space during event	✓
Complimentary parade entry	✓
Logo present on signage at event	✓
Logo placement in e-newsletters and website	✓
Social media mentions	✓



## LEXINGTON'S CHRISTMAS PARADE

December 2019

Downtown is alive with the holiday spirit! Join us for Lexington's Christmas Parade down Main Street. Enjoy marching bands, performers and parade floats as everyone waits for Santa's trip through downtown Lexington! Estimated attendance is 3,500.

INVESTMENT	PRESENTING SPONSOR
	PENDING
Logo/name inclusion in the official event logo/title	✓
Sponsor name mentioned on radio and tv ads	✓
10x10 booth space during event	✓
Complimentary parade entry	✓
Logo present on signage at event	✓
Logo placement in e-newsletters and website	✓
Social media mentions	✓

