

DLP ANNUAL MEETING & AWARDS OF EXCELLENCE LUNCHEON

April 24, 2023

Hilton Lexington/Downtown

The DLP Annual Meeting & Awards of Excellence Luncheon allows us to recognize the accomplishments that have transformed our downtown by making it stronger, more vibrant and prosperous. Each year, this event recognizes six outstanding businesses and/or individuals that have made a lasting and positive impact on downtown. Estimated attendance is 300 business leaders and professionals.

	PRESENTING SPONSOR	ANNUAL REPORT	VIDEO SPONSOR	PLATINUM SPONSOR	AWARD SPONSOR	GOLD SPONSOR	SILVER SPONSOR
INVESTMENT	SOLD	PENDING	\$3,500	\$2,500	PENDING	\$1,000	\$500
Logo/name inclusion in the official event logo/name	✓						
Company mention in all press releases/media pitches	✓						
Opportunity to provide promotional item at each attendee seat	✓						
Logo placement in e-newsletters	✓						
Logo included on invitation	✓	✓	✓				
Social media mentions	✓	✓	✓	✓	✓		
Seats included (varies by level)	✓	✓	✓	✓	✓	✓	✓
Logo or listing in program	✓	✓	✓	✓	✓	✓	✓
Company recognized from podium as sponsor	✓	✓	✓	✓	✓	✓	✓



2019



2021 - Socially Distanced

DOWNTOWN SPIRIT NETWORKING SERIES

Held quarterly, 2023

Various Locations

Downtown Spirit Networking Series allows our members and partners the opportunity to network and enjoy a local business in Downtown Lexington. Each networking event is attended by an average of 50 downtown stakeholders, with refreshments provided at each venue.

	PRESENTING SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR (SINGLE EVENT)
INVESTMENT	\$3,000	\$1,500	\$500
Logo/name inclusion in the official event title	✓		
Logo/ name placement on electronic invite	✓		
Logo on event signage	✓	✓	✓
Opportunity to address the crowd at each event	✓	✓	✓
Tickets included (varies by level)	✓	✓	✓
Logo placement in e-newsletter	✓	✓	✓
Logo placement on website	✓	✓	✓
Social media mentions	✓	✓	✓



DOWNTOWNLEX TOGETHER

June - July 2023

DowntownLEX Together drives customers to shop and dine in downtown Lexington during the summer, through extensive marketing promotions. Spending at participating member businesses will be rewarded with an opportunity to win weekly \$50 gift cards and a grand prize of \$500 cash. Customers utilize our texting system to send in a copy of their receipt to be eligible to win prizes. We receive an average of 400 receipts each year.

	PRESENTING SPONSOR	GOLD SPONSOR
INVESTMENT	SOLD	\$1,000
Logo/name inclusion in the official event logo/title	✓	
Sponsor name mentioned on radio and tv ads	✓	
Name/Logo on all design and print collateral	✓	
Logo on event poster	✓	✓
Logo placement on website	✓	✓
Logo placement in e-newsletter	✓	✓
Social media mentions	✓	✓



SHOP AND CELEBRATE

November - December 2023

Shop and Celebrate promotes the different ways to spend, shop and celebrate during the holidays downtown by packaging and promoting participating businesses. Spending at participating member businesses will be rewarded with an opportunity to win weekly \$50 gift cards and a grand prize of \$500 cash. Customers utilize our texting system to send in a copy of their receipt to be eligible to win prizes. We receive an average of 400 receipts each year.

	PRESENTING SPONSOR	GOLD SPONSOR
INVESTMENT	SOLD	\$1,000
Logo/name inclusion in the official event logo/title	✓	
Sponsor name mentioned on radio and tv ads	✓	
Name/Logo on all event collateral	✓	
Logo on Shop and Celebrate Dasher Board Panel	✓	
Logo on event poster	✓	✓
Logo placement on website	✓	✓
Logo placement in e-newsletter	✓	✓
Social media mentions	✓	✓





FLIGHTS BETWEEN FOUNTAINS

August 26, 2023

Triangle Park

Triangle Park will transform into a celebration of Kentucky wineries, entertainment & more during this event. Guests will purchase tasting tickets allowing them to explore new options or savor classic favorites. This new event will include a robust marketing and media plan, aiming to draw guests from Lexington, Central Kentucky, and beyond.

	PRESENTING SPONSOR	TASTING GLASS SPONSOR	GOLD SPONSOR	SILVER SPONSOR	ENTERTAINMENT SPONSOR
INVESTMENT	SOLD	SOLD	\$2,500	\$1,000	\$500
Logo/name inclusion in official event title	✓				
Sponsor name mentioned on radio and tv ads	✓				
Logo/name on tasting wristband	✓				
Reserved space/table	✓				
Logo/name on tasting glass	✓	✓			
Logo present on signage at event	✓	✓	✓	✓	✓
Event Tickets	10	5	4	2	1
Social media mentions	✓	✓	✓	✓	✓
Logo placement in e-newsletters	✓	✓	✓	✓	✓
Logo placement on website	✓	✓	✓	✓	✓



2022 Poster

LEXINGTON'S TREE LIGHTING FESTIVAL

November 26, 2023

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 2,500.

	PRESENTING SPONSOR	GOLD SPONSOR
INVESTMENT	SOLD	\$1,000
Logo/name inclusion in the official event logo/title	✓	
Sponsor name mentioned on radio and tv ads	✓	
Complimentary parade entry	✓	
10x10 booth space during event	✓	✓
Logo placement in e-newsletters	✓	✓
Logo placement on website	✓	✓
Logo present on signage at event	✓	✓
Social media mentions	✓	✓



LEXINGTON'S CHRISTMAS PARADE

December 2, 2023

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 5,000.

	PRESENTING SPONSOR	GOLD SPONSOR
INVESTMENT	\$5,000	\$1,000
Logo/name inclusion in the official event logo/title	✓	
Sponsor name mentioned on radio and tv ads	✓	
VIP viewing experience	✓	
Complimentary entry/vendor booth	✓	✓
Logo present on signage at event	✓	✓
Logo placement in e-newsletters	✓	✓
Logo placement on website	✓	✓
Social media mentions	✓	✓



ICE RINK

Mid November 2023–
beginning of January 2024

Triangle Park

Triangle Park is transformed into a winter wonderland mid-November through the beginning of January. Perfect for a family outing or date night. Estimated attendance for the season is 25,000+.

	TITLE SPONSOR	ICE RINK TENT BACK SPONSOR	ICE RINK TENT SIDE BROADWAY	ICE RINK TENT SIDE MAIN ST	DASHER BOARD PANEL SPONSOR
INVESTMENT	\$15,000	SOLD	\$5,000	\$5,000	\$1,000- \$1,500
Naming rights	✓				
Signage in the Park	✓				
Logo/name inclusion in official event title	✓				
Sponsor name mentioned on radio and tv ads	✓				
Logo present on signage at event	✓				
Logo present on gateway signage	✓				
Dasher board panel	2		1		1
Social media mentions	✓	✓	✓	✓	✓
Logo placement in e-newsletters	✓	✓	✓	✓	✓
Logo placement on website	✓	✓	✓	✓	✓





MAYFEST ARTS FAIR

May 13-14, 2023

Gratz Park

Mayfest is a juried art fair with a focus on a casual, family-friendly atmosphere. Included are up to 100 Artist Vendors, performances by musicians, dancers, strolling performers, food concession vendors, and children's activities including pony rides and children's crafts. Attendance at the two-day event averages 25,000.

	PRESENTING SPONSOR	ENTERTAINMENT SPONSOR	GOLD SPONSOR	SILVER SPONSOR
INVESTMENT	SOLD	\$2,500	\$1,000	\$500
Logo/name inclusion in the official event logo/title	✓			
Company mention in all press releases/media pitches	✓			
Sponsor name mentioned on radio and tv ads	✓			
Category exclusivity	✓	✓		
On-site booth for product placement	✓	✓		
Social media mentions	✓	✓	✓	
Logo placement in e-newsletters	✓	✓	✓	
Logo placement on website	✓	✓	✓	✓
Logo on event poster	✓	✓	✓	✓
Logo present on signage at event	✓	✓	✓	✓



STATE OF DOWNTOWN

June 28, 2023

TBD

The State of Downtown attracts leading developers, real estate professionals and economic development professionals, lenders and community leaders. The event presents economic indicators benchmarking the health of downtown including data on development pipeline, street level occupancy and rental rates, office market, convention and hotel, event attendance, residential market and other relevant stats.

	PRESENTING SPONSOR	PLATINUM SPONSOR	IMPACT REPORT	KEYNOTE SPEAKER	VIDEO SPONSOR	GOLD SPONSOR	SILVER SPONSOR
INVESTMENT	SOLD	\$4,000	SOLD	SOLD	\$2,500	\$1,000	\$500
Logo/name inclusion in the official event logo/name	✓						
Company mention in all press releases/media pitches	✓						
Opportunity to provide promotional item at each attendee seat	✓						
Logo placement in e-newsletters	✓						
Logo included on invitation	✓	✓	✓	✓			
Social media mentions	✓	✓	✓	✓	✓		
Seats included (varies by level)	✓	✓	✓	✓	✓	✓	✓
Logo or listing in program	✓	✓	✓	✓	✓	✓	✓
Company recognized from podium as sponsor	✓	✓	✓	✓	✓	✓	✓



THURSDAY NIGHT LIVE

April 6 - October 12, 2023

Fifth Third Bank Pavilion at Henry A. Tandy Centennial Park

Join us in Downtown Lexington every Thursday evening, for the Central Bank Thursday Night Live concert series! Come to Fifth Third Bank Pavilion from 5:00pm - 8:00pm for beverages, tasty food and of course, great music by live bands! Average nightly attendance is 2,000 with peak nights in May-July averaging 3,500.

	PRESENTING SPONSOR	STAGE SPONSOR	SCHEDULE SPONSOR	NIGHT SPONSOR
INVESTMENT	SOLD	SOLD	PENDING	\$1,000- 1,200
Logo/name inclusion in the Official event logo/title	✓			Apr, Sept-Oct: \$1,000 May - Aug: \$1,200
Company mention in all press releases/ media pitches	✓			
Category exclusivity	✓			
Sponsor name mentioned on radio and tv ads	✓			
Beverage vouchers	✓	✓	✓	✓
On-site booth for product placement	✓	✓	2 mutually agreed upon night	Week of sponsorship
Social media mentions	✓	✓	At beginning of season	Week of sponsorship
Logo placement in e-newsletters	✓	✓	✓	Week of sponsorship
Logo present on signage at event	✓	✓	✓	Week of sponsorship

