



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

DLP ANNUAL MEETING & AWARDS OF EXCELLENCE LUNCHEON

Monday, March 25th
11:30am - 1:00pm

Hilton Lexington/Downtown

The DLP Annual Meeting & Awards of Excellence 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. This year's event will be held on March 25, at the Hilton Downtown/Lexington. Estimated attendance is 400 business leaders and professionals.

	PRESENTING SPONSOR	VIDEO SPONSOR	PLATINUM SPONSOR	AWARDS SPONSOR	GOLD SPONSOR	SILVER SPONSOR
INVESTMENT	Sold	Sold	\$2,500	Sold	\$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	✓	✓	✓	✓	✓	✓

