



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 FOURTH OF JULY FESTIVAL

July 3rd & 4th

The Fourth of July Festival begins on July 3rd with The Great American Pie Contest and Ice Cream Social and the Patriotic Concert. July 4th kicks off with the Bluegrass 10,000 foot race followed by the street festival, parade and fireworks. Estimated attendance at the two-day set of events is 80,000 plus firework viewers throughout the Fayette County.

BLUEGRASS 10K	PRESENTING SPONSOR	RACE BIB SPONSOR	FINISH LINE FOOD SPONSOR	ENTERTAINMENT SPONSOR
INVESTMENT	\$15,000	\$3,500	\$1,500	\$1,500
Logo/name inclusion in the Official event logo/title	✓			
Category exclusivity	✓			
Opportunity to address crowd	✓			
Finisher medals with company logo	✓			
Logo placement on Fourth of July poster and program	✓			
Social media mentions	✓			
Booth space during Fourth of July Street Festival	✓	✓		
Logo present on signage at event	✓	Logo on all race bibs	✓	✓
Logo placement in e-newsletters and website	✓	✓	✓	✓



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PATRIOTIC CONCERT	3 TITLE SPONSORSHIPS	SUPPORTER
INVESTMENT	\$10,000	\$5,000
Logo/name inclusion in the official event logo/title	✓	
Category exclusivity	✓	
VIP viewing area	✓	
Opportunity to address crowd	✓	
Sponsor name mentioned on radio and tv ads	✓	
Logo placement on Fourth of July Poster and program	✓	✓
Logo present on signage at event	✓	✓
Logo in program	✓	Listed in program
Logo placement in e-newsletters and website	✓	✓
Social media mentions	✓	✓

GREAT AMERICAN PIE CONTEST AND ICE CREAM SOCIAL

PRESENTING SPONSOR

INVESTMENT	\$2,500
Logo/name inclusion in the official event logo/title	✓
On-site booth for product placement	✓
Logo placement in e-newsletters and website	✓
Social media mentions	✓



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FIREWORKS	PRESENTING SPONSOR	PARADE	PRESENTING SPONSOR	BALLOON FLOAT SPONSOR
INVESTMENT	\$15,000	INVESTMENT	\$3,500	\$1,500
Logo/name inclusion in the official event logo/title	✓	Logo/name inclusion in the official event logo/title	✓	
Sponsor name mentioned on radio and tv ads	✓	Sponsor name mentioned on radio and tv ads	✓	
VIP viewing experience	✓	Logo present on signage at event	✓	
Logo inclusion on Fourth of July Poster	✓	Logo placement in e-newsletters and website	✓	
10x10 booth space during Fourth of July Street Festival	✓	Social media mentions	✓	✓
Complimentary parade entry	✓	10x10 booth space during Fourth of July Street Festival	✓	✓
Logo placement in e-newsletters and website	✓	Complimentary parade entry	✓	✓
Social media mentions	✓			

