



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

ICE RINK

Mid November 2019 –
beginning of January 2020

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. After skating guests can enjoy hot beverages and eats at Big L's Gourmet Dogs at Triangle Park Café. Estimated attendance for the season is 50,000+.

	TITLE SPONSOR	ICE RINK TENT BACK	HOLIDAY ORNAMENT SPONSOR	DASHER BOARD PANEL
INVESTMENT	PENDING	PENDING	\$2,500/pair \$7,500/four	\$1,000-\$1,500
Naming rights	✓			
Signage in the Park	✓			
Logo/name inclusion in official event logo/ title	✓			
Sponsor name mentioned on radio and tv ads	✓			
Logo present on signage at event	✓			
Gateway signage or ice rink tent back signage	✓			
Social media mentions	✓	✓	✓	
Dasher board panel	6	2	1	1
Logo placement in e-newsletters and website	✓	✓	website	website

