



**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!

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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

## THURSDAY NIGHT LIVE

April 4th - October 10th

Fifth Third Bank Pavilion  
at Cheapside Park

Join us in Downtown Lexington every Thursday evening, April 4 through October 10, for the 2019 Central Bank Thursday Night Live concert series! Come to Cheapside Park 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	CUP SPONSOR	NIGHT SPONSOR	MAGNET SPONSOR
INVESTMENT	SOLD	\$1,500	\$12,500	\$750-\$1,200	\$2,500
Logo/name inclusion in the Official event logo/title	✓				
Company mention in all press releases/media pitches	✓				
Category exclusivity	✓				
Sponsor name mentioned on radio and tv ads	✓				
Drink tickets	✓	✓	✓	✓	
On-site booth for product placement	✓	✓	2 mutually agreed upon nights	Week of sponsorship	1 mutually agreed upon night
Social media mentions	✓	✓	1x per month April - October	Week of sponsorship	at beginning of season
Logo placement in e-newsletters	✓	✓	✓	Week of sponsorship	✓
Logo present on signage at event	✓	✓	Logo on all cups used at DLP beverage tent	Week of sponsorship	✓





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## 2019 NIGHT SPONSORSHIP AVAILABILITY

April, September, & October Nights - \$1,000  
May, June, July & August Nights - \$1,200

April 4 - To Be Announced - SOLD  
April 11 -  
April 18 -  
April 25 - Swing Street

May 2 -  
May 9 - Honeychild - SOLD  
May 17 - To Be Announced - SOLD  
May 23 -  
May 30 -

June 6 - Lauren Mink Band  
June 13 -  
June 20 -  
June 27

July 11 -  
July 18 -  
July 25 -

August 1 - 64West  
August 8 -  
August 15 -  
August 22 - Kenny Owens & Group Therapy  
August 29 -

September 5 - Mercy Men  
September 12 -  
September 19 - Ward Haydon & The Outliers  
September 26 - Kimberly Carter & Carrying On

October 3 -  
October 10 -

