



DOWNTOWN
LEXINGTON
PARTNERSHIP



**2021 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:

88%

**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 130 MINUTES**

**SPENDING AN AVG OF
\$64.54 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:

Aqua-Tots Swim Schools

Baird

Ball Homes

Block by Block

Bluegrass Sotheby's

Central Bank

CHI St. Joseph

Columbia Gas of Kentucky/

NiSource Charitable Foundation

Dinsmore & Shohl LLP

G&J Pepsi

Humana

Kentucky American Water

Kentucky Utilities Company

Kinetic by Windstream

Lexington Clinic

Lextran

PNC Bank

R.W. Thompson Landscaping

Republic Bank

Safety-Kleen

Traditional Bank

The Webb Companies

VisitLEX

Unified Trust Company

DOWNTOWN VISITOR DEMOGRAPHICS:

**AVG AGE OF
DOWNTOWN VISITOR**
42.5 YEARS

**AVG HOUSEHOLD
INCOME OF VISITOR**
\$64,700

**DOWNTOWN
VISITORS ARE**
51% FEMALE
49% MALE

**37% 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
State of Downtown	Professionals of all ages	6
Downtown Spirit Speaker Series	Professionals of all ages	7
Downtown Spirit Networking Series	Professionals of all ages	7
Mayfest Arts Fair	Professionals of all ages, college students, families	8
Thursday Night Live	Professionals of all ages, college students, families	9
DowntownLEX Together	Professionals of all ages, college students, families	10
Shop and Celebrate	Professionals of all ages, college students, families	10
Ice Rink at Triangle Park	Families, children, teens, and young adults	11
Lexington's Tree Lighting Festival	All ages	12
Lexington's Christmas Parade	All ages	12

DLP ANNUAL MEETING & AWARDS OF EXCELLENCE LUNCHEON

May 24, 11:30am

Hilton - Downtown Lexington

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	SOLD	\$3,500	\$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	✓	✓	✓	✓	✓	✓	✓



STATE OF DOWNTOWN

June 23, 2021

LexLive

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.

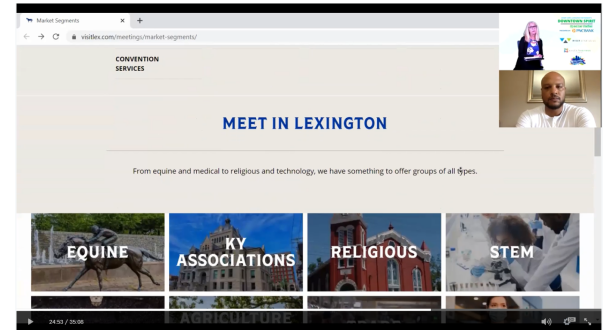
	PRESENTING SPONSOR	VIDEO SPONSOR	IMPACT REPORT	KEYNOTE SPEAKER	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
INVESTMENT	SOLD	\$3,500	SOLD	SOLD	\$2,500	\$1,000	\$500
Logo/name inclusion in the official event logo/name	✓						
Company mention in all press releases/media pitches	✓						
Opportunity to provide 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	✓	✓	✓	✓	✓	✓	✓



DOWNTOWN SPIRIT SPEAKER SERIES

Downtown Spirit Speaker Series allows key downtown stakeholders and residents to join virtually (via Zoom) once a month to see featured downtown professionals and businesses owners addressing topics vital to Downtown Lexington. In 2020 the Downtown Spirit Speaker Series included the following topics: "The Spirit of Hospitality", "The Spirit of Events", "The Spirit of the Bar and Restaurant industry", and "The Spirit of the Retail Industry".

	PRESENTING SPONSOR	GOLD SPONSOR
INVESTMENT	-	-
Logo/name inclusion in the official event title	✓	
The opportunity to address viewers before each virtual event	✓	
Recorded video posted to the DLP website and social media	✓	✓
Logo placement during virtual stream	✓	✓
Logo placement in e-newsletters	✓	✓
Logo placement on website	✓	✓
Social media mentions	✓	✓



DOWNTOWN SPIRIT NETWORKING SERIES

June 2021 - December 2021

Downtown Spirit Networking Series allows our members and partners the opportunity to network and enjoy a local business in Downtown Lexington bi-monthly (4 total). Each networking event is attended by an average of 50 downtown stakeholders, with refreshments provided at each venue to members.

	PRESENTING SPONSOR
INVESTMENT	SOLD
Logo/name inclusion in the official event title	✓
Logo placement on electronic invite	✓
The opportunity to address the crowd at the Mixer	✓
Logo on drink ticket vouchers	✓
10 drink vouchers per networking event	✓
Logo placement in e-newsletters	✓
Logo placement on website	✓
Social media mentions	✓



MAYFEST ARTS FAIR

TBD

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	\$12,500	\$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	✓	✓	✓	✓



THURSDAY NIGHT LIVE

July 2021 - October 2021

Fifth Third Bank Pavilion at
Henry A. Tandy Centennial Park

Join us in Downtown Lexington every Thursday evening, June 3 through October 14, for the 2021 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 averaging 3,500.

	PRESENTING SPONSOR	STAGE SPONSOR	SCHEDULE SPONSOR	NIGHT SPONSOR
INVESTMENT	SOLD	SOLD	\$2,500	SOLD
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	✓			
Beverage vouchers	✓	✓	✓	✓
On-site booth for product placement	✓	✓	1 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



DOWNTOWNLEX TOGETHER

June 16 - July 30, 2021

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 text "downtown" to "474747" to send in a copy of their receipt to be eligible to win prizes. We receive an average of 300 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 2021

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 text "downtown" to "474747" to send in a copy of their receipt to be eligible to win prizes. We receive an average of 300 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	✓	✓





ICE RINK

Mid November 2021–
beginning of January 2022

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.

	TITLE SPONSOR	ICE RINK TENT BACK SPONSOR	ICE RINK TENT SIDE SPONSOR <small>(FACING ENTRANCE TO RINK AND N. BROADWAY)</small>	ICE RINK TENT SIDE SPONSOR <small>(FACING TRIANGLE PARK CAFE)</small>	DASHER BOARD PANEL SPONSOR
INVESTMENT	PENDING	PENDING	\$6,000	\$6,000	\$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
Social media mentions	✓	✓	✓	✓	✓
Logo placement in e-newsletters	✓	✓	✓	✓	✓
Logo placement on website	✓	✓	✓	✓	✓



LEXINGTON'S TREE LIGHTING FESTIVAL

November 2021

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 2021

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 parade entry	✓	✓
Logo present on signage at event	✓	✓
Logo placement in e-newsletters	✓	✓
Logo placement on website	✓	✓
Social media mentions	✓	✓

