



SPONSOR GUIDE

2023

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Digital Marketing

OUR STORY SINCE 1961

OUR PURPOSE

The Downtown Orlando Partnership (DOP) is a 501(c)(6) organization founded in 1961 and is the only organization that focuses specifically on Downtown Orlando's business community. The DOP offers more than 200 corporate members a single point of access to connect, collaborate, and contribute to the growth of this vital hub of business. Members represent the diversity of size and scope that makes Downtown Orlando a vibrant beacon of development in Central Florida.

DOP unites common interest.

DOP is where business leaders and influencers build relationships that shape the future.

DOP powers partnerships.

DOP helps create and support connections between companies, government, and professionals.

DOP extends influence.

DOP membership adds your vision and voice to Downtown Orlando's business community through purpose driven events, strategic programming, and member communications.

MISSION

The mission of the Downtown Orlando Partnership is to enhance business and community relationships through collaborative events and initiatives.

225+
MEMBERS

DOP GOLDEN BRICK AWARDS

MAY 2, 2023

DR. PHILLIPS CENTER - STEINMETZ HALL

The Golden Brick Awards is Downtown Orlando Partnership's exclusive annual awards ceremony, celebrating the people, projects, and initiatives that propel downtown forward. The program also includes the announcement of the "Downtowner of the Year" (DOTY).

PRESENTING SPONSOR \$10,000 (LIMIT 1)

- Event naming rights "presented by"
- VIP reserved seating for 12 guests
- Premier logo with website link placement on event website
- Premium logo placement on all event marketing
- Opportunity to provide marketing collateral/material to guests
- Exclusive option to deliver a three-minute sponsor message
- Verbal recognition during opening and closing remarks
- Full page ad in digital program
- Logo on event screens
- First right of refusal for 2024

presented by



EVENT SPONSOR \$3,500

- Reserved seating for 8 guests
- Logo with link recognition on event website
- Logo on event marketing
- Opportunity to distribute marketing material/collateral
- Verbal recognition at event
- Half page ad in digital program
- Logo on event screens

CATEGORY SPONSORSHIP \$1,750

- Reserved seating for 5 guests
- Name recognition on digital program
- Name and website link on the web application, categories webpage, and all GBA digital outreach next to the category sponsored

50+

PEOPLE, PROJECTS
AND INITIATIVES
CELEBRATED
IN 12 CATEGORIES

DOP GOLF SCRAMBLE

Q4 2023

100+ ATTENDEES

PRESENTING SPONSOR \$5,000 (LIMIT 1)

- Naming rights of the event "presented by"
- Two foursomes with reserved seating at awards lunch
- Premium logo placement on all event marketing
- Option to provide marketing collateral to guests
- Opportunity to display at tournament site
- Signage at tournament site
- Exclusive opportunity to speak at the awards ceremony
- First right of refusal for 2024

EVENT SPONSOR \$2,500

- One foursome with reserved seating at awards lunch
- Logo recognition on event website
- Name and logo on event marketing
- Opportunity to distribute marketing material
- Option to display at tournament site
- Verbal recognition at event
- Signage at event

HOLE SPONSOR \$1,500

- One foursome
- Hole signage and interactive marketing opportunity
- Name on event website and event marketing

BREAKFAST SPONSOR \$750

LUNCH SPONSOR \$1,000

**12,500 TO 1
CHANCE OF MAKING
A HOLE IN ONE**

**100%
CHANCE OF HAVING
FUN!**

DOP STATE OF DOWNTOWN

Q3/Q4 2023

500+ ATTENDEES

The State of Downtown address is hosted by the Downtown Orlando Partnership each year and is attended by hundreds of Central Florida's most influential stakeholders and downtown supporters. This signature event will feature networking and keynote address by City of Orlando Mayor Buddy Dyer.

PRESENTING SPONSOR \$12,500 (LIMIT 1)

- Event naming rights "presented by"
- Reserved VIP seating
- Premier logo placement on event website
- Premium logo placement on all event marketing
- Opportunity to provide marketing collateral to guests
- Exclusive option to deliver a three-minute sponsor message
- Verbal recognition during program
- Tabling/display booth opportunity at event
- Full page ad in digital program
- Logo on event screens
- First right of refusal for 2024

EVENT SPONSOR \$4,000

- Reserved seating
- Logo recognition on event website
- Promotion on event marketing
- Opportunity to distribute marketing material
- Tabling/display booth opportunity at event
- Verbal recognition at event
- Half page ad in digital program
- Logo on event screens

500+
OF ORLANDO'S
MOST INFLUENTIAL
STAKEHOLDERS AND
DOWNTOWN SUPPORTERS

FIRST FRIDAY

MONTHLY
10-30 ATTENDEES

Rise and shine for morning coffee and networking held monthly at varying downtown locations. This free event is offered to DOP members and non-members.

PRESENTING SPONSOR \$500

- Venue selection
- Logo on all event marketing
- Social media promotion
- Recognition on event website

1,500+
GUESTS
ANNUALLY

THIRD THURSDAY

MONTHLY
20-50 ATTENDEES

Third Thursday is an exclusive monthly networking event. Attendees enjoy refreshments at a premier downtown venue while making meaningful business connections.

PRESENTING SPONSOR \$750

- Venue selection
- Logo on all event marketing
- Social media promotion
- Recognition on event website

LUNCH + LEARN

QUARTERLY
25-100 ATTENDEES

Monthly educational program which includes lunch and a keynote address or presentation from a distinguished downtown leader or panel.

PRESENTING SPONSOR \$750

- Venue selection
- Promotion on all event marketing
- Social media promotion
- Promotion on event website

CONNECTDTO

SIX MONTH PROGRAM
40-50 PARTICIPANTS

ConnectDTO is a six-month course offering in-depth insights into Downtown Orlando. Class members participate in educational sessions, tours and small group conversations with community leaders.

PRESENTING SPONSOR \$2,500

- Full logo recognition
- Option to attend the event
- Opportunity to distribute materials at the event
- First right of refusal for the following year

SESSION SPONSOR \$500

- Logo recognition (website, newsletter, and event collateral)
- Opportunity to attend welcome session
- Category exclusivity

MARKETING OPPORTUNITIES

WEBSITE SPONSOR \$10,000

- Exclusive website partner
- DOP website naming rights "powered by"
- Premier logo placement on DOP homepage with link to company website
- Customized quarterly email blast
- Annual first right of refusal
- Maximum exposure to the Downtown Orlando community

powered by



The Reliable One

THE DOWNTOWN DRIP ANNUAL SPONSOR \$5,000

- Weekly ad with link to company website
- Ad size 500 x 500 px max
- 5,000+ Reach

THE DOWNTOWN DRIP MONTHLY SPONSOR \$750

- Weekly ad with link to company website (calendar month)
- Ad size 500 x 500 px max
- 5,000+ Reach

THE DOWNTOWN DRIP WEEKLY SPONSOR \$250

- Ad with link to company website
- Ad size 500 x 500 px max
- 5,000+ Reach

140K+
REACH
ANNUALLY

OVERVIEW

EVENT	PRESENTING SPONSOR	EVENT SPONSOR	OTHER
Golden Brick Awards	\$10,000	\$3,500	Category Sponsor: \$1,750
Golf Scramble	\$5,000	\$2,500	Hole Sponsor: \$1,500
State of Downtown	\$12,500	\$4,000	
First Friday Coffee		\$500 Single Event	
Lunch + Learn		\$750 Single Event	
Third Thursday		\$1,000 Single Event	
ConnectDTO	\$2,500	\$500 Per Session	
DOP Website Sponsor	\$10,000		
The Downtown DRIP	\$5,000	\$750 Monthly	\$250 Weekly

DOWNTOWN ORLANDO PARTNERSHIP



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WE THANK YOU
FOR YOUR CONTINUED SUPPORT OF
OUR PROGRAMS