



## SPONSORSHIP OPPORTUNITY

### OVERVIEW

FED & EDUCATED is a four-part digital event series designed to provide education, resources, and networking opportunities. This program has been created to help businesses thrive, by engaging industry experts to share their knowledge and offer turnkey solutions to some of today's most prevalent business challenges.

### BENEFITS OF PROGRAMMING

- Increase brand awareness and visibility among Downtown audiences with an interest in professional development
- Additional exposure in new Downtown markets and demographics through a trusted third party
- Connect new audiences to Sponsor's preferred resources that highlight Sponsor's expertise and knowledge
- An additional webinar delivered exclusively to Downtown Partnership members highlighting the Sponsor's work or efforts as they relate to Downtown San Diego, or other agreed upon topic.

### AUDIENCE & REACH

The Downtown San Diego Partnership membership base encompasses public and private businesses within a variety of industries headquartered across the region. Our programming draws attendance and participation from: C-suite executives, business and community leaders, and residents through the following channels:

#### Email

- Weekly newsletter
  - 2,500+ contacts, 23% average open rate
- Digital event invitations
  - 1,700+ contacts, 35% average open rate

#### Social Media

- [Facebook](#): 11,300+
- [Twitter](#): 13,500+
- [Instagram](#): 10,200+
- [LinkedIn](#): 2,200+

#### Website

- [Homepage](#): 1,600 visitors (monthly average)
- [Webinars page](#): 300 visitors (monthly average)
- [Upcoming events page](#): 1,300 visitors (monthly average)

#### Digital Event Attendance

- Approximately 2,000 total from 8 webinars

## **BENEFITS & VALUE**

### Before the Webinar

- Promotion: company logo included on webinar promotional materials
  - Email Announcement: 2 per webinar, 1 webinar per month period, 1,700+ contacts
  - Newsletter: 2 newsletters per month, 2,500 contacts
  - Registration Page
  - Registration Confirmation Email
  - Reminder Email
- Website
  - [Homepage](#): sponsor name included in event listing
  - [Fed & Educated event page](#):
    - Sponsor name and logo listed on event page
    - Sponsor about and clickable link included on event page
- Social Media: company logo and tag included on organic social media content
  - [Facebook](#): 1 post per webinar and 1 reoccurring event series, 8,000+ reach
  - [Twitter](#): 1-2 posts per webinar, 13,500+ followers
  - [Instagram](#): 1 post and 2 stories per webinar, 10,200+ followers
  - [LinkedIn](#): 1-2 posts per webinar, 2,200+ followers
- Promotional Materials: graphics and language created by DSDP and available to sponsor for promotion on sponsor's channels

### During the Webinar

- Sponsor logo included on webinar welcome slide and closing slide
- Sponsor logo included on moderator and staff virtual backgrounds
- Sponsor acknowledgement by moderator at the beginning of each webinar (opportunity to provide input or announcement)
- Opportunity to send links to DSDP to be shared with audience during webinar (as agreed upon)

### After the Webinar

- Post Attendee URL
  - When the digital event concludes, we can direct attendees to a URL of the Sponsor's choosing
- Post Attendee Survey
  - Option to include the opportunity for attendee to sign-up to receive correspondence from the Sponsor
  - Option to include 1-2 attendee survey questions
- Recap Email
  - Sponsor logo included in recap email sent to all registrants
  - Opportunity for sponsor to include resources or clickable links in recap email
- Video Posting: recording of webinar emailed to registrants and posted on YouTube
  - Sponsor logo included on video cover image
  - Sponsor name and clickable link in video description
  - Sponsor keywords included in video tags for increased searchability

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**Sponsorship Term:** August 2020 – November 2020

**Sponsorship Cost:** \$5,000 (complete, 4-part series)  
\$1,500 (Individual webinar)