



## SPONSORSHIP OPPORTUNITY

### Women's Initiative Forum | October 2020

This program will feature local leaders and experts with the focus on navigating the governance process and supporting women executives in getting elected to Boards and Commissions. Attendees will also receive information on the findings and research regarding Women on Boards & Commissions in the San Diego region and learn about resources available to you.

*Mission Statement: The Women of the Partnership is a dynamic group of industry leaders working to promote collaboration, foster professional growth, and inspire women to build strong relationships within the Downtown Partnership and our Downtown San Diego community.*

### BENEFITS OF PROGRAMMING

- Increase brand awareness and visibility among audiences with an interest in Downtown issues and progress
- 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

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

#### Digital Event Attendance

- Approximately 2,000 total from 8 digital events
- 300+ registrants and 200+ attendees per event on average

## **BENEFITS & VALUE**

### Before the Forum

- Promotion: company logo included on event promotional materials
  - Email Announcement: 2 per forum, 2,500+ contacts
  - Newsletter: 1 newsletter per forum, 2,500 contacts
  - Registration Page
  - Registration Confirmation Email
  - Reminder Email
- Website
  - [Homepage](#): sponsor name included in event listing
  - Forum 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 forum, 8,000+ reach
  - [Twitter](#): 1-2 posts per forum, 13,500+ followers
  - [Instagram](#): 1 post and 2 stories per forum, 10,200+ followers
  - [LinkedIn](#): 1-2 posts per forum, 2,200+ followers
- Promotional Materials: graphics and language created by DSDP and available to sponsor for promotion on sponsor's channels

### During the Forum

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

### After the Forum

- 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

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**Sponsorship Cost:** \$3,500 as title sponsor or \$1,750 per sponsor

### Contact Information

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