



## **SPONSORSHIP OPPORTUNITY**

### ***DOWNTOWN SAN DIEGO STAYCATION***

The [Downtown Loyalty](#) store is celebrating the holidays in style with discounted staycation packages to some of Downtown's best hotels. This initiative supports an important part of our hospitality industry that has been impacted by COVID-19.

#### **ABOUT THE DOWNTOWN LOYALTY PROGRAM**

- The Downtown Loyalty program is an easy, digital way for residents and visitors to support the small businesses, restaurants, retailers, hotels and others that make up Downtown's bustling hospitality sector and bolster our unique live, work, play vibe.
- Many businesses in Downtown San Diego who had to temporarily close or pivot their services because of COVID-19 are facing an uphill battle to keep their doors open. With the support of our donors, the Downtown San Diego Partnership is selling special deals to these businesses at discounted prices. Whether that means a discounted gift card, or a steal of a hotel stay, the Downtown Loyalty store has options for all. These sales will create a direct infusion of much-needed revenue and hopefully build groups of #DowntownLoyal customers for years to come.

During the [Virtual Vacay – A Member Holiday Escape](#) taking place on Wednesday, December 9 a few staycation packages will be raffled off to attendees during the live program.

### ***STAYCATION PACKAGE SPONSORSHIP | \$875***

#### **BENEFITS OF SPONSORSHIP**

- Increase brand awareness and visibility among Downtown San Diego Partnership Members
- Support Downtown San Diego's hospitality industry

#### **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

- Digital event e-blast
  - 1,700+ contacts, 35% average open rate

##### Social Media

- [Facebook](#): 11,300+
- [Twitter](#): 13,900+
- [Instagram](#): 13,600+
- [LinkedIn](#): 2,700+

## Website

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

## **BENEFITS & VALUE**

### Before the Program

- Promotion: company logo included on event promotional materials
  - Reminder Email
- Website
  - Event page:
    - Sponsor logo listed on event page with clickable link

### During the Program

- Sponsor logo included on event slide when announcing the raffle of the “staycation package”
- Sponsor acknowledgement during the program
  - Opportunity to announce the winner live during the program
- Opportunity to send link to DSDP to be shared with audience during program (*as agreed upon before the event begins*)
- Social Media: company logo and tag included on organic social media content

### After the Program

- Recap Email
  - Sponsor logo included in recap email sent to all registrants with clickable link

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If you are interested in the above sponsorship opportunity please contact Kaitlin - [kphillips@downtownsandiego.org](mailto:kphillips@downtownsandiego.org).