



## SPONSORSHIP OPPORTUNITY

### OVERVIEW

COVID-19 is changing the way we work, and connections are needed now more than ever. This year, the Downtown San Diego Partnership is launching DSDP Dialogue, a virtual networking series aimed at providing members with the opportunity to stay connected and build relationships while learning about the latest projects, initiatives, and happenings in Downtown. Each networking session will open with a short presentation or featured speaker, then attendees will be assigned to breakout groups. Breakout groups will be limited to 12 individuals to encourage deeper discussion. These networking sessions are free to members of the Downtown San Diego Partnership and will take place once per quarter.

### BENEFITS OF PROGRAMMING

- Increase brand awareness and visibility among audiences with an interest in Downtown San Diego.
- Additional exposure in new Downtown markets and among engaged stakeholders 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

- Membership correspondence
  - 850+ contacts, 30% average open rate

#### Social Media

- [Facebook](#): 11,500+
- [Twitter](#): 13,900+
- [Instagram](#): 13,900+
- [LinkedIn](#): 2,700+

#### Website

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

### BENEFITS & VALUE

#### Before the Session

- Promotion: company logo included on event promotional materials
  - Email announcement: 1-2 per session, 850+ contacts
  - Registration page
  - Registration Confirmation email
  - Reminder email

- Website
  - [Homepage](#): sponsor name included in event listing
  - Networking series event page:
    - Sponsor name and logo listed on event page
    - Sponsor about and hyperlink included on event page
- Social Media: company logo and tag included on organic social media content
  - [Twitter](#): 1-2 posts per session, 13,900+ followers
  - [LinkedIn](#): 1-2 posts per session, 2,700+ followers

#### During the Session

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

#### After the Session

- Post Attendee URL
  - When the session 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: \$1,500 per session**

#### **CONTACT**

If you are interested in securing the above sponsorship opportunity, please contact Kaitlin at [kphillips@downtownsandiego.org](mailto:kphillips@downtownsandiego.org) or at 858.243.5418.