

D O W N T O W N  
**SAN DIEGO**  
P A R T N E R S H I P



Are you looking to bring greater visibility to your brand and mission? We invite you to host one of our **Socials** to promote your business, generate leads, build relationships, and gain great visibility to the local business community.

### **Non-Host Sponsor | \$8,750**

- Downtown San Diego Partnership to coordinate all aspects of the social, secures the venue, food, and beverages

### **Host Sponsor | \$750**

The Downtown San Diego Partnership manages marketing and registration for the event. We simply request that the social host provide the following:

- Venue to adequately accommodate 150-200 guests
- Hors d'oeuvres, nonalcoholic beverages, and at least two alcoholic beverages per attendee
- Area for registration with 2 six-foot tables (dsdp to provide the linens and printed name badges)
- Power to plug into for music, speaker, and microphone
- A current member

### **BENEFITS:**

- Opportunity to increase brand awareness and visibility among audiences with an interest in Downtown issues and progress
- Company logo recognition as sponsor on the website, invitation, and event signage
- Company logo, clickable link and about company included on the email promotion and event webpage (pre/post event)
- Recognition in newsletter and social media prior to and after social event

- Opportunity to address the audience in attendance during the brief program
- Opportunity to set up a table display in a prominent location at the social event

#### 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:

- Weekly newsletter: 2,500+ contacts, 23% average open rate
- Digital event invitations: 1,700+ contacts, 35% average open rate
- Social Media - Facebook: 11,500+ | Twitter: 14,500+ | Instagram: 19,000+ | LinkedIn: 3,500+

#### SECURE YOUR SPONSORSHIP TODAY:

##### **Interested in signing up to host an upcoming social?**

Contact our Membership & Events Team.

Kaitlin Payne, [kpayne@downtownsandiego.org](mailto:kpayne@downtownsandiego.org)

Kathryn Newstead, [knewstead@downtownsandiego.org](mailto:knewstead@downtownsandiego.org)