



## OVERVIEW

The Downtown San Diego Partnership's annual report is an encapsulation of the organization's performance and reflection of Downtown's successes during the last year and the primary outreach tool for the following fiscal year. It serves as both a marketing and educational document as members of the Downtown Partnership team meet with current, new, and potential members and other regional stakeholders to teach them about our organizational mission and the innovative, exciting things happening in our Downtown. To secure your placement, contact Sarah Brothers at [sbrothers@downtownsandiego.org](mailto:sbrothers@downtownsandiego.org).

## BENEFITS

- Increase brand awareness and visibility among Downtown Partnership members (new and existing), regional stakeholders, and high-level decision-makers for a full fiscal year (July 2022 – June 2023)
- Brand inclusion in the organization's primary outreach and marketing tool
- Promotion of your project, organization, or product to a Downtown-focused, highly engaged, well-resourced audience

## PLACEMENT INCLUDES\*

### Display and Distribution

- Sponsor graphic/message displayed in the annual report for 12 months
- Hard copy distribution of the annual report to the Downtown Partnership Officers and Executive Board
- Inclusion of the annual report as part of new member onboarding packet and training documents for current Board of Directors
- Inclusion of the annual report on the Downtown San Diego Partnership website

### Social Media and Email

- Recognition as a sponsor across Downtown Partnership social media platforms with links to the digital document announcing its release
- Logo linked to preferred url included in "With support from" section in promotional email announcing the report's release to membership
- Recognition as a sponsor with link to preferred url in the Downtown Partnership's bi-weekly newsletter with links to the digital document

\*Additional benefits for cover sponsor listed below

## AUDIENCE & REACH

### Audience

- Downtown San Diego Partnership members
- Downtown residents, business and property owners, employees, and visitors
- Downtown stakeholders and regional decision-makers

### Membership

- Nearly 300 of the most prominent businesses, community organizations, and leaders in Downtown

### Email

- Bi-Weekly newsletter
  - 6,000 contacts
  - 24% average open rate
- Membership updates
  - 600+ contacts
  - 43% average open rate

### Social Media

- Facebook: 12,000+ followers
- Twitter: 15,500+ followers
- Instagram: 21,000+ followers

### Website

- 4,500 visitors (monthly average)

## **AVAILABLE PLACEMENTS & COST**

### Cover Placement

Full-page graphic or editorial welcome following Chair and CEO letter

- Full Page Member Rate - \$2,000
- Full Page Non-Member Rate - \$3,000

Additional benefits:

- Featured post on Downtown Partnership social media accounts with sponsor message, tags and imagery
- Featured shout out with logo and preferred url as cover sponsor in membership email and e-newsletter announcing the report's release

### Mid Placement (2 full pages available)

Full page or half page graphic in the middle of the report

- Full Page Member Rate - \$1,250
- Full Page Non-Member Rate - \$1,500
- Half Page Member Rate - \$625
- Half Page Non-Member Rate - \$750

### End Placement (2 full pages available)

Full page or half page graphic at the end of the report

- Full Page Member Rate - \$750
- Full Page Non-Member Rate - \$1,000
- Half Page Member Rate - \$375
- Half Page Non-Member Rate - \$500

## **SUBMITTING ARTWORK – SIZING & CONTACT**

- Full page – 8" x 10.5"
- Half Page – 8" x 5.125"
- Four color CMYK. PDF (distilled at high resolution) or EPS files preferred
- Artwork must be submitted by 5 p.m. on Thursday, June 30 to [sramirez@downtownsandiego.org](mailto:sramirez@downtownsandiego.org)
- To secure your ad sponsorship contact Sarah Brothers at [sbrothers@downtownsandiego.org](mailto:sbrothers@downtownsandiego.org)