Member Spotlight Feature Details & Guidelines

Overview & Benefits:
Interested in sharing exciting news and updates?

The Downtown San Diego Partnership invites members to participate in a Member Spotlight a cross-platform editorial feature created to highlight our members' successes, share their story, initiatives, and offerings.

The spotlight is featured via the Member Monday dedicated e-blast, mentioned in the Downtown Partnership twice monthly newsletter, the spotlight feature page hosted on our website, and monthly highlight on LinkedIn.

Audience:
The Downtown Partnership's membership base encompasses public and private businesses within a variety of industries headquartered across the region. Our content is read by C-suite executives, business and community leaders, and residents through the following channels:

Email

Member Monday:
- 550 contacts, 43% average open rate

Newsletter:
- 5,800 contacts, 32% average open rate

Social Media
- LinkedIn: 4,215 followers

Website
- 4,000+ visitors (monthly average)

Content to provide:
- An article, press release, or story of impact your company would like featured
  - Style guide:
    - Maximum of 500 words
    - Must be written in third person
    - When using the word Downtown – capitalize the "D"
    - Can include links to webpages or videos
    - Storytelling is a powerful tool to help spread the word about your organization's mission, services, priorities, and goals. We encourage you to consider your submission through a storytelling lens.

- Company logo and photos you would like included that complement the copy
  - Provided in jpeg format

- Maximum of three (3) images
- Each photo should be accompanied by a caption and photo credit (if necessary)
- Written approval for the Downtown Partnership's use of the photos on our website and marketing materials

Rates:

$300 per feature

- Underrepresented Business Enterprises and Nonprofits are eligible for a 50% discount
- This benefit is included in the City Maker level of membership