

SPONSORSHIP

DOWNTOWN ORLANDO PARTNERSHIP
2024



CHAMPIONING
BUSINESS
IN DOWNTOWN ORLANDO SINCE 1961



ABOUT DOP

PROMOTING DOWNTOWN BUSINESSES FOR OVER 60 YEARS

The Downtown Orlando Partnership (DOP) is a 501(c)(6) organization founded in 1961. We are the only organization that focuses specifically on downtown Orlando's business community. The DOP offers more than 250 corporate members a single point of access to connect, collaborate, and contribute to the growth of business in Central Florida.



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GOLDEN BRICK AWARDS

DR. PHILLIPS CENTER - STEINMETZ HALL
APRIL 23, 2024

The Golden Brick Awards is Downtown Orlando Partnership's exclusive annual awards ceremony, celebrating the people, projects, and initiatives that propel downtown forward. The program also includes the announcement of the "Downtowner of the Year" (DOTY).

PRESENTING SPONSOR \$12,500 (LIMIT 1)

- Event naming rights "presented by"
- VIP reserved seating for 12 guests
- Premier logo with website link placement on event website
- Premium logo placement on event marketing
- Opportunity to provide marketing collateral/material to guests
- Exclusive option to deliver a two-minute sponsor message
- Verbal recognition during opening and closing remarks
- Full page ad in digital program
- Logo on event screens or signage
- First right of refusal for 2025

presented by


Advent Health

EVENT SPONSOR \$3,500

- Reserved seating for 8 guests
- Logo with link recognition on event website
- Logo on event marketing
- Opportunity to distribute marketing material/collateral
- Verbal recognition at event
- Half page ad in digital program
- Logo on event screens

CATEGORY SPONSORSHIP \$2,000

- Reserved seating for 5 guests
- Name recognition on digital program
- Company logo in category video at the awards ceremony
- Name and website link on the web application, categories webpage, and GBA digital outreach next to the category sponsored



CHOW ON CHURCH STREET

BENEFITING PARRAMORE
Q2/Q3

Join us for an unforgettable food event, Chow on Church Street, where gastronomy meets community! This event aims to celebrate and support local downtown businesses.

PRESENTING SPONSOR (LIMIT 1)

- Event naming rights "presented by"
- VIP reserved seating
- Premier logo with website link placement on event website
- Premium logo placement on event marketing
- Opportunity to provide marketing collateral/material to guests
- Tabling/display booth opportunity at event
- Exclusive option to deliver a two-minute sponsor message
- Verbal recognition during opening and closing remarks
- Logo on event screens or signage
- First right of refusal for 2025

EVENT SPONSOR \$3,500

- Reserved seating for 8 guests
- Logo with link recognition on event website
- Logo on event marketing
- Opportunity to distribute marketing material/collateral
- Tabling/display booth opportunity at event
- Verbal recognition at event
- Logo on event screens or signage

EVENT ACTIVATION \$1,500

- Reserved seating for 5 guests
- Opportunity to distribute marketing material/collateral
- Tabling/display booth opportunity at event

presented by



DOWNTOWN EMPLOYEE APPRECIATION WEEK

SEPTEMBER 16-20, 2024

PRESENTING SPONSOR (LIMIT 1)

- Event naming rights "presented by"
- Premier logo placement on event website
- Premium logo placement on event marketing
- Opportunity to provide marketing collateral to guests
- Tabling/display booth opportunity at event
- Logo on event screens or signage
- First right of refusal for 2025

presented by



EVENT SPONSOR \$7,500

- Logo recognition on event website
- Promotion on event marketing
- Opportunity to distribute marketing material
- Tabling/display booth opportunity at event
- Verbal recognition at event
- Logo on event screens or signage

MORNING COFFEE SPONSOR \$1,000 (LIMIT 5)

- Company recognition "Coffee sponsored by"
- Logo on event webpage and digital marketing
- Social media promotion

LUNCH SPONSOR \$5,000 (LIMIT 5)

- Lunch naming rights "sponsored by"
- Logo on event webpage and digital marketing
- Tabling/display booth opportunity at event
- Opportunity to provide marketing collateral/material to guests
- Social media promotion

HAPPY HOUR SPONSOR \$3,500

- Naming rights "Happy Hour sponsored by"
- Logo on event webpage and digital marketing
- Tabling/display booth opportunity at event
- Social media promotion

ENTERTAINMENT SPONSOR \$1,500 - \$5,000

- Logo on event webpage and digital marketing
- Social media promotion

STATE OF DOWNTOWN

Q4

The State of Downtown address is hosted by the Downtown Orlando Partnership each year and is attended by hundreds of Central Florida's most influential stakeholders and downtown supporters. This signature event will feature networking and keynote address by City of Orlando Mayor Buddy Dyer.

PRESENTING SPONSOR \$15,000 (LIMIT 1)

- Event naming rights "presented by"
- Reserved VIP seating
- Premier logo placement on event website
- Premium logo placement on event marketing
- Opportunity to provide marketing collateral to guests
- Exclusive option to deliver a two-minute sponsor message
- Verbal recognition during program
- Tabling/display booth opportunity at event
- Full page ad in digital program
- Logo on event screens or signage
- First right of refusal for 2025

presented by



The Reliable One

EVENT SPONSOR \$4,000

- Reserved seating
- Logo recognition on event website
- Promotion on event marketing
- Opportunity to distribute marketing material
- Tabling/display booth opportunity at event
- Verbal recognition at event
- Half page ad in digital program
- Logo on event screens

500+
OF ORLANDO'S
MOST INFLUENTIAL
STAKEHOLDERS AND
DOWNTOWN SUPPORTERS

GOLF SCRAMBLE

DUBSDREAD GOLF COURSE
DECEMBER 6, 2024

PRESENTING SPONSOR \$7,500 (LIMIT 1)

- Naming rights of the event "presented by"
- Two foursomes with reserved seating at awards lunch
- Premium logo placement on all event marketing
- Option to provide marketing collateral to guests
- Opportunity to display at tournament site
- Signage at tournament site
- Exclusive opportunity to speak at the awards ceremony
- First right of refusal for 2025

EVENT SPONSOR \$3,500

- One foursome with reserved seating at awards lunch
- Logo recognition on event website
- Name and logo on event marketing
- Opportunity to distribute marketing material
- Option to display at tournament site
- Verbal recognition at event
- Signage at event

HOLE SPONSOR \$2,000

- One foursome
- Hole signage and interactive marketing opportunity
- Name on event website and event marketing

LUNCH SPONSOR \$2,500

- One foursome
- Opportunity to speak during the lunch
- Signage at the lunch
- Logo recognition on event website
- Opportunity to distribute marketing material during lunch

BREAKFAST SPONSOR \$1,000

- One foursome
- Signage at the breakfast
- Logo recognition on event website
- Opportunity to distribute marketing material during breakfast

12,500 TO 1
CHANCE OF MAKING
A HOLE IN ONE

100%
CHANCE OF HAVING
FUN!

FIRST FRIDAY

MONTHLY
30-50 ATTENDEES

Rise and shine for morning coffee and networking held monthly at varying downtown locations. This free event is offered to DOP members and non-members.

PRESENTING SPONSOR \$500

- Venue selection
- Logo on all event marketing
- Social media promotion
- Recognition on event website

THIRD THURSDAY

MONTHLY
50-75 ATTENDEES

Third Thursday is an exclusive monthly networking event. Attendees enjoy refreshments at a premier downtown venue while making meaningful business connections.

PRESENTING SPONSOR \$750

- Venue selection
- Logo on all event marketing
- Social media promotion
- Recognition on event website

1,500+
GUESTS
ANNUALLY

DOWNTOWN BUSINESS FORUM

QUARTERLY
100+ ATTENDEES

Quarterly educational program which includes a meal and keynote address or presentation from a distinguished downtown leader or panel.

PRESENTING SPONSOR \$5,000

- Venue selection
- Promotion on all event marketing
- Social media promotion
- Promotion on event website

CONNECTDTO

SIX MONTH PROGRAM
25-30 PARTICIPANTS

ConnectDTO is a six-month course offering in-depth insights into Downtown Orlando. Class members participate in educational sessions, tours and small group conversations with community leaders.

PRESENTING SPONSOR \$2,500

- Full logo recognition
- Option to attend the event
- Opportunity to distribute materials at the event
- First right of refusal for the following year

SESSION SPONSOR \$500

- Logo recognition (website, newsletter, and event collateral)
- Opportunity to attend welcome session
- Category exclusivity

MARKETING OPPORTUNITIES

WEBSITE SPONSOR \$10,000

- Exclusive website partner
- DOP website naming rights "powered by"
- Premier logo placement on DOP homepage with link to company website
- Customized quarterly email blast
- Annual first right of refusal
- Maximum exposure to the Downtown Orlando community

powered by



The Reliable One

THE DOWNTOWN DRIP ANNUAL SPONSOR \$5,000

- Weekly ad with link to company website
- Ad size 500 x 500 px max
- 5,000+ Reach

THE DOWNTOWN DRIP MONTHLY SPONSOR \$750

- Weekly ad with link to company website (calendar month)
- Ad size 500 x 500 px max
- 5,000+ Reach

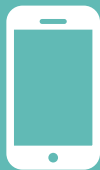
THE DOWNTOWN DRIP WEEKLY SPONSOR \$250

- Ad with link to company website
- Ad size 500 x 500 px max
- 5,000+ Reach

OVERVIEW

EVENT	PRESENTING SPONSOR	EVENT SPONSOR	OTHER
Chow on Church	SOLD	\$3,500	\$1,500
Golden Brick Awards	SOLD	\$3,500	\$2,000
Downtown Employee Appreciation Week	SOLD	\$7,500	\$1,000-\$5,000
State of Downtown	SOLD	\$4,000	
Golf Scramble	\$7,500	\$3,500	Hole Sponsor \$2,000
First Friday Coffee		\$500 Single Event	
Third Thursday		\$750 Single Event	
Downtown Business Forum		\$5,000 Single Event	
ConnectDTO	\$2,500	\$500 Per Session	
DOP Website Sponsor	\$10,000		
The Downtown DRIP	\$5,000	\$750 Monthly	\$250 Weekly

DOWNTOWN ORLANDO PARTNERSHIP



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WE THANK YOU
FOR YOUR CONTINUED SUPPORT OF
OUR PROGRAMS