

MEMBERSHIP

DOWNTOWN ORLANDO PARTNERSHIP
2024-25



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 280 corporate members a single point of access to connect, collaborate, and contribute to the growth of business in Central Florida.



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Collaborate Membership		\$1,000
Connect Membership		\$500

DOWNTOWN ORLANDO PARTNERSHIP - MEMBERSHIP BENEFITS

1

Support a vibrant economy.

DOP is the local champion for a balanced, thriving downtown economy. Your membership supports our efforts to strengthen the downtown Orlando business community.

2

Advocate.

DOP membership adds your vision and voice to downtown Orlando's business community through purpose driven events, strategic programming, and member communications. Interact directly with elected officials at our special events throughout the year.

3

Bring credibility to your business.

The Downtown Orlando Partnership is a trusted source. For over 60 years, we have championed business in downtown Orlando.

4

Make business connections.

DOP is where business leaders and influencers build relationships that unite common interests. The key stakeholders and professionals you meet through DOP will help you grow your business.

5

Increase your visibility.

As a DOP member, you benefit from marketing opportunities, including placement on our website (over 1,500 visits per month), in our weekly newsletter (30 - 40% open rate), and on our social media (over 14,000 total followers).

6

Get exclusive business referrals.

DOP powers partnership with personal introductions. We help create and support connections between companies, government, and professionals.

7

Increase your SEO.

With direct links to your website from the DOP's website, you boost your own website's visibility in Google searches.

8

Access special discounts.

We are proud to partner with leading industry providers, offering special discounts to our members. With access to a variety of discounted products and services, your membership provides significant value to your company, employees, and clients.

9

Be seen as a leader.

As the convener, connector and cultivator of leaders and influencers, you have access to professional development. We give you opportunities to be involved, to be recognized for your accomplishments, and to make a difference in our community.

10

Stay informed.

We keep you informed of business news and trends through our newsletter, forums, and events.



OUR TOP INVESTORS

CHAIRMAN'S CIRCLE



CHAMPIONS



UNIVERSITY OF
CENTRAL FLORIDA





BECOME A DOWNTOWN ORLANDO PARTNERSHIP MEMBER

DOP Members represent the diversity of size and scope that makes Downtown Orlando the strategic hub of development in Central Florida. Multiple levels of investment allow a full array of engagement.

BENEFITS OVERVIEW

CHAIRMAN'S CIRCLE \$10,000
 CHAMPION \$5,000
 CORPORATE \$2,500
 COLLABORATE \$1,000
 CONNECT \$500

	CHAIRMAN'S CIRCLE \$10,000	CHAMPION \$5,000	CORPORATE \$2,500	COLLABORATE \$1,000	CONNECT \$500
Flexible Sponsorship Dollars	Yes				
Exclusive Membership Customization	Yes				
First Right of Refusal for all DOP Sponsorship Opportunities	Yes				
VIP Reserved Seating at DOP's Golden Brick Awards + State of Downtown	Yes				
Two Annual Member Features in Dedicated Emails + LinkedIn	Yes				
Board of Directors Priority Consideration	Yes	Yes			
Company Website Listing with Logo and Hyperlink on DOP Homepage	Yes	Yes			
Prominent Logo Placement on all DOP Collateral	Yes	Yes			
Angel Sponsorship	Yes	Yes			
Recognition at DOP's Signature Events	Yes	Yes			
Increased Number of Directory Listings	Yes	Yes	Yes		
Company Website Listing with Logo and Hyperlink	Yes	Yes	Yes		
Exclusive Invitation to Key Stakeholder Events	Yes	Yes	Yes		
Board Consideration	Yes	Yes	Yes		
Unlimited Social Media Promotion	Yes	Yes	Yes		
Personal Introductions to Key Stakeholders	Yes	Yes	Yes	Yes	
Monthly Social Media + Email Blast Promotion Opportunities	Yes	Yes	Yes	Yes	
Annual Member Spotlight Dedicated Email	Yes	Yes	Yes	Yes	
Ability to Host a Ribbon Cutting	Yes	Yes	Yes	Yes	
Panel Representation at a Downtown Business Forum and/or ConnectDTO	Yes	Yes	Yes	Yes	
Host a DOP Board Meeting	Yes	Yes	Yes	Yes	
Post Company Events on DOP Website	Yes	Yes	Yes	Yes	Yes
Post Company Job Listings on DOP Website	Yes	Yes	Yes	Yes	Yes
Weekly Newsletter Subscription	Yes	Yes	Yes	Yes	Yes
Quarterly Social Media Promotion	Yes	Yes	Yes	Yes	Yes
Quarterly New Members Feature	Yes	Yes	Yes	Yes	Yes
Company Website Listing with Hyperlink	Yes	Yes	Yes	Yes	Yes
Member Exclusive Discounts to DOP Events and DOPerks	Yes	Yes	Yes	Yes	Yes
ConnectDTO Member Rate	Yes	Yes	Yes	Yes	Yes
Opportunity to host a Downtown Business Forum or Monthly Networking Event	Yes	Yes	Yes	Yes	Yes
Access to Member Directory	Yes	Yes	Yes	Yes	Yes

For a full list of benefits, please visit our website: www.doporlando.com



CHAIRMAN'S CIRCLE

\$10,000 ANNUAL INVESTMENT

VISIBILITY



- Flexible sponsorship dollars
- Exclusive membership customization
- First right of refusal for all DOP sponsorship opportunities
- VIP reserved seating at DOP Golden Brick Awards and State of Downtown
- Invitations to key stakeholder events
- Exclusive member discounts to DOP events
- Five admissions to Happy Hour
- Unlimited attendees for First Friday Networking Coffee
- Host a Downtown Business Forum, monthly networking event, and/or DOP board meeting
- ConnectDTO member rate



IMPACT

- Company website listing with logo and hyperlink on DOP homepage
- Prominent logo placement on DOP printed and digital collateral
- Angel Sponsorship (select a non-profit or business for a complimentary annual Connect membership)
- Recognition at DOP's signature events
- Personal introduction to key stakeholders
- Two annual member features in a dedicated email and LinkedIn post
- Host a ribbon cutting ceremony
- Panel representation at a Downtown Business Forum or a session of ConnectDTO
- Company listing by member level and industry (up to three) with hyperlinks on DOP website
- Promote events on DOP online calendar
- Post job listings on DOP website
- DOP newsletter subscription
- Quarterly new members announcement
- Newsletter feature with hyperlink (unlimited)
- Social media promotion (unlimited)
- Receive "Proud Member of DOP" logo for use on company website and/or email signature

INFLUENCE



- Board of Directors priority consideration
- Opportunity to serve on advisory committees
- Access to Member Directory
- DOPERKS (deals for DOP members)





CHAMPION

\$5,000 ANNUAL INVESTMENT

EXPOSURE



- First right of refusal for all DOP sponsorship opportunities
- Reserved seating at Golden Brick Awards
- Invitations to key stakeholder events
- Exclusive member discounts to DOP events
- Four admissions to monthly Happy Hour
- Unlimited attendees for monthly First Friday Networking Coffee
- Host a Downtown Business Forum, monthly networking event, and/or DOP board meeting
- ConnectDTO member rate



ADVOCACY

- Company website listing with logo and hyperlink on DOP homepage
- Prominent logo placement on DOP printed and digital collateral
- Angel Sponsorship (select a non-profit or business for a complimentary annual Connect membership)
- Recognition at DOP's signature events
- Personal introductions to key stakeholders
- Annual member feature in dedicated email and LinkedIn
- Host a ribbon cutting ceremony
- Panel representation at a Downtown Business Forum or a session of ConnectDTO
- Company listing by member level and industry (up to three) with hyperlinks on DOP website
- Promote events on DOP online calendar
- Post job listings on DOP website
- DOP newsletter subscription
- Quarterly new members announcement
- Newsletter feature with hyperlink (unlimited)
- Social media promotion (unlimited)
- Receive "Proud Member of DOP" logo for use on company website and/or email signature

LEADERSHIP



- Board of Directors priority consideration
- Opportunity to serve on advisory committees
- Access to Member Directory
- DOPERKS (deals for DOP members)



CORPORATE

\$2,500 ANNUAL INVESTMENT

CONVENE

- Invitations to key stakeholder events
- Exclusive member discounts to DOP events
- Three admissions to monthly Happy Hour
- Unlimited attendees for monthly First Friday Networking Coffee
- Host a Downtown Business Forum monthly networking event, and/or DOP board meeting
- ConnectDTO member rate

PROSPER

- Company website listing with logo and hyperlink on DOP website
- Personal introductions to key stakeholders
- Annual member feature in dedicated email and LinkedIn post
- Host a ribbon cutting ceremony
- Panel representation at a Downtown Business Forum or a session of ConnectDTO
- Company listing by member level and industry (two) with hyperlinks on DOP website
- Promote events on DOP online calendar
- Post job listings on DOP website
- DOP newsletter subscription
- Quarterly new members announcement
- Newsletter feature with hyperlink (unlimited)
- Social media promotion (unlimited)
- Receive "Proud Member of DOP" logo for use on company website and/or email signature

ENGAGE

- Board consideration
- Opportunity to serve on advisory committees
- Access to Member Directory
- DOPERKS (deals for DOP members)





COLLABORATE

\$1,000 ANNUAL INVESTMENT

CONNECTIONS



- Exclusive member discounts to DOP events
- Two admissions to monthly Happy Hour
- Unlimited attendees for monthly First Friday Networking Coffee
- Host a Downtown Business Forum and/or monthly networking event
- ConnectDTO member rate



PROMOTION

- Annual member feature in dedicated email and LinkedIn post
- Host a ribbon cutting ceremony
- Panel representation at a Downtown Business Forum or a session of ConnectDTO
- Company listing by member level and industry (one) with hyperlinks on DOP website
- Promote events on DOP online calendar
- Post job listings on DOP website
- DOP newsletter subscription
- Quarterly new members announcement
- Newsletter feature with hyperlink (monthly)
- Social media promotion (monthly)
- Receive "Proud Member of DOP" logo for use on company website and/or email signature

INITIATIVES



- Opportunity to serve on advisory committees
- Access to Member Directory
- DOPERKS (deals for DOP members)





CONNECT

\$500 ANNUAL INVESTMENT

NETWORKING



- Exclusive member discounts to DOP events
- One admission to monthly Happy Hour
- Unlimited attendees for monthly First Friday Networking Coffee
- ConnectDTO member rate



MARKETING

- Company listing by member level and industry (one) with hyperlinks on DOP website
- Promote events on DOP online calendar
- Post job listings on DOP website
- DOP newsletter subscription
- Newsletter feature with hyperlink (quarterly)
- Quarterly new members announcement
- Social media promotion (quarterly)
- Receive "Proud Member of DOP" logo for use on company website and/or email signature

ACCESS



- Access to Member Directory
- DOPERKS (deals for DOP members)



DOWNTOWN ORLANDO PARTNERSHIP



FIRST FRIDAY + THIRD THURSDAY

1,500+ Annual Attendees



THE DRIP Weekly Newsletter

4,000+ Email Subscribers
50% Average Open Rate



GOLDEN BRICK AWARDS

50+ People, Projects, and Initiatives Celebrated
500 Attendees



Downtown Orlando Partnership

5,000+ Followers



DOWNTOWN EMPLOYEE APPRECIATION WEEK

5 Days of Events
5000+ Attendees
150+ In Kind Donations



Downtown Orlando Partnership

4,000+ Followers



STATE OF DOWNTOWN

500+ of Orlando's Most Influential Stakeholders and Downtown Supporters
500+ Attendees



@doporlando

5,000+ Followers



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www.doporlando.com