



RE: Sponsorship Opportunities

Dear Friend of Downtown,

It's that time of the year when you might be thinking about where your financial support will be going this year for those organizations that support the values, ideas and desires that you share.

The Downtown Sarasota Alliance asks that you consider supporting our efforts towards building a strong downtown community amongst the residents, businesses, merchants, and professionals who live, work and play in the downtown area.

Many changes have occurred in the downtown area since the DSA was first formed in 2009. Many more changes are anticipated in the near future. So many topics for discussion and social interaction – that is why we are here. Your support allows us to deliver community building efforts in the downtown area and be an advocate as a voice of interest and concern. We desire to keep you informed of all that you should be aware of and is going on in the downtown area. We provide important information to our sponsors and members that they might not get elsewhere.

As a supporter of our activities, we commit to be partners with you. Of course, there is recognition in the form of advertising, and promotion of your business or organization with logos and appreciation made known to all at our events. We are strong cheerleaders for those that choose to become partners with us. If you would like us to create a custom sponsorship package tailored just for your needs and interests, we would be happy to discuss this as an option with you. If you are more comfortable with in-kind contributions, we can discuss this as well.

We ask that you seriously consider supporting our efforts so that we can plan on a strong year accomplishing the many things we would like to do well, so that together with your help we can make the difference! Invest in downtown. Contact us at DSA@dsarasota.com.

Sincerely,

The DSA Board of Directors

CALENDAR OF EVENTS & OPPORTUNITIES

SPECIFIC PROGRAMS AND EVENTS

Urban Strategy Lecture Series

The DSA hosts 2 lectures per year that highlight issues of interest and concern to the downtown community from the perspective of design, planning and looking at the quality of life of the downtown core. A board member and president of the Chamber of Commerce seeks out knowledgeable experts in the field and brings them to Sarasota. In the past, many of our speakers have been hired by the city to advise them on pertinent issues that the city planners face.

What will downtown Sarasota look like in the future? Come and join in the discussion as we bring Bill to Sarasota to share all of his knowledge and expertise. The city is in the process of making decisions that will affect this issue and the purpose is to enlighten you about what could happen to your city in the future and help you lead in the discussions.

Sponsorship packages from \$ 500 - \$2500.00 for the Two Events

Bronze	\$ 500.00
Silver	\$ 1,000.00
Gold	\$ 2,000.00

Holiday Party

Usually held in December, this is a time to socialize and hear the highlights of the year in a relaxed and enjoyable way, meet people and bend some ears if you feel like it!

We usually provide a welcoming glass of sprits and where the sponsor can greet the arriving guests. Heavy hors d'houevres and cash bar. Our merchant members provide quality raffle prizes and people genuinely have a good time.

Welcome Libation, Decorations, Food and Entertainment \$500 each

Annual Meeting

Our bylaws require us to have a meeting in December to review our year and get feedback from members about what was good and worthy and what we need to concern ourselves with in the next year. This generally occurs in the 2nd week in December as an after work type of event.

ALL YEAR LONG

Some sponsors prefer to have a continuous presence throughout the year and for that we offer for consideration the following:

Web site

The DSA web site sees thousands of visits monthly. It is also linked to the Herald Tribune Web site which sees over 1 mm hits per month.

Lead Sponsor \$2500(1)

Fixed Banner running across the top of the web site and side panel ads with active links

Supporting Sponsor \$1000(2)

Running Banner and side panel ad below the lead sponsor

Team Sponsor \$500(4)

Icon with active links

1st Fridays

Occur throughout the downtown in the various districts. Provide some of the music if you are located in a specific district it will allow you the play host. We have banners to recognize sponsors in place wherever there are musicians playing, as well as, in all promotional materials for the events. While we get a small grant from the city for district entertainment, it does not cover all of the districts nor does it cover the full cost of the entertainment.

\$ 250.00 per location for entertainment

Sometimes higher if we are doing something special in Selby Five Points Park or having Carolers in December.

Banner Promotion

The DSA under contract with the city operates a banner program that runs along many of the streets in the city. The banners allow for sponsorship space on each and every banner. Often there are special events being promoted by various not-for-profits, as well as, the Orioles. There are times when the poles need to have DSA banners up to make it look full.

The DSA also installs flags at the corners of the intersection for 6 patriotic holidays throughout the year and pays for this expense out of the income that comes from the banner program. Flags and banners need to be replaced regularly.

Quarterly Socials

Everybody likes to see interesting new places and get together to meet new people. Residential growth continues and it is not easy to sometimes even get to know the people in your own building or find a new service or place to eat with all that changes on a constant basis. How does word of mouth actually work? We manage it!

\$250.00 per social

City Guide

In cooperation with the Sarasota Herald Tribune, the DSA produces The Downtown City Guide. This guide is made available to visitors and guests to the downtown area and highlights all of the unique Annual aspects of the downtown area.

We could use some help in getting sponsors for those pages that are informational in nature such as the histories, the district information, and the pages for the centerfold for the maps and reprints of the map. It is an annual publication.

\$500 per page sponsored

SUMMARY SPONSORSHIP ENROLLMENT FORM

Print out or fill as a pdf form and return

- | | | | | |
|-----------------------------|---------------------------------|--|---|--|
| 1. <input type="checkbox"/> | Urban Strategy Series | <input type="checkbox"/> \$ 500 | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$ 2,000 |
| 2. <input type="checkbox"/> | Annual Meeting | <input type="checkbox"/> \$250 (2) | | |
| 3. <input type="checkbox"/> | Holiday Party | <input type="checkbox"/> \$500 (4) | | |
| 4. <input type="checkbox"/> | Web Site | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$ 1,000 | <input type="checkbox"/> \$ 2,500 |
| 5. <input type="checkbox"/> | 1st Fridays | <input type="checkbox"/> \$250 (1) | <input type="checkbox"/> \$500 (2) for Park | |
| 6. <input type="checkbox"/> | Banners | <input type="checkbox"/> (TBD) | | |
| 7. <input type="checkbox"/> | Flags | <input type="checkbox"/> \$250 or | <input type="checkbox"/> \$1500 (6) | |
| 8. <input type="checkbox"/> | Quarterly Socials | <input type="checkbox"/> \$250(1) | <input type="checkbox"/> \$ 500(2) | <input type="checkbox"/> \$ 1500(3) <input type="checkbox"/> \$2000(4) |
| 9. <input type="checkbox"/> | Downtown Sarasota
City Guide | <input type="checkbox"/> Page \$500(1) | | |

Combination Sponsorship (with 2 you get egg rolls!)

Select those items that you wish to support. We will create your package or give us an amount you are willing to invest and we will come up with one. If you want to roll up your sleeves and include volunteering as part of your package, we'd love your involvement.

Name of Sponsor _____

Primary Contact _____ Position _____

Organization or Company _____

Address _____

City _____ Zip _____

Phone and ext. _____ Email 1 _____

Email 2 _____

Web site _____

Do you wish us to invoice you? Annually Quarterly Monthly

You may also pay by Credit Card or Paypal

Name on Card _____ Card Number _____

Exp. Date _____ Zip Code _____ Signature _____