

2025 Future of Downtown Sponsorship Opportunities

The *Future of Downtown* event, created by the Downtown Austin Alliance, brings together stakeholders, civic leaders and community members to collectively shape Downtown Austin's vision. It provides a platform for discussing the city's progress and future, showcasing transformative projects and celebrating Austin's unique culture. The centerpiece of the event is the unveiling of the State of Downtown Report, a comprehensive analysis of economic trends, transformative projects, and industry insights. This report provides sponsors with exclusive access to critical data that informs decision-making and drives progress in Austin's urban core.

The event celebrates Austin's vibrant culture by recognizing prominent community leaders, showcasing local artists and musicians, and featuring iconic downtown venues. It highlights the unique blend of innovation and tradition that makes downtown Austin an attractive place to live, work, and invest.

Sponsorship of the *Future of Downtown* offers unparalleled visibility and influence. By partnering with the Downtown Austin Alliance, sponsors align with a mission to enhance Austin's vibrancy, vitality, and inclusivity. Your support helps drive initiatives that foster economic development, cultural enrichment, and public engagement. The event attracts a diverse audience, including business leaders, developers, nonprofit organizations, and civic champions.

Sponsoring the *Future of Downtown* is an investment in Austin's future and a commitment to shaping the city's success. Join us on May 27, 2025, as we celebrate the Future of Downtown Austin.

PRESENTING SPONSOR: \$15,000

Exclusive Position

- Special recognition as the Presenting Sponsor
- Opportunity for welcome remarks at the Future of Downtown event
- Recognition as Presenting Sponsor on event promotion
- Option to display a company popup banner at the registration table
- Opportunity to provide a company video played prior to welcome remarks
- Reserved seating for ten (10) attendees and wristband for complimentary drinks
- Full page digital ad featured in digital program
- Logo recognition at event – signage and recognition in the PowerPoint event presentation
- Logo recognition on Future of Downtown website landing page
- Logo recognition on Eventbrite and communications for this event

Sold

SEAKER INTRO SPONSOR: \$10,000

Exclusive Position

- Special recognition from the podium as the Speaker Intro Sponsor
- Opportunity to introduce the keynote speaker at the event
- Opportunity to display a company popup banner at the registration table
- Reserved seating for ten (10) attendees and wristband for complimentary drinks
- Full page digital ad featured in digital program
- Logo recognition at event – signage and recognition in the PowerPoint event presentation
- Logo recognition on Future of Downtown webpage
- Logo recognition on Eventbrite and communications for this event

RECEPTION SPONSOR: \$10,000

Exclusive Position

- Special recognition from the podium as the reception sponsor pre-event
- Opportunity to display a company popup banner at the registration table
- Reserved seating for ten (10) attendees and wristband for complimentary drinks
- Full page digital ad featured in digital program
- Logo recognition at event – signage and recognition in the PowerPoint event presentation
- Logo recognition on Future of Downtown webpage
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~~STATE OF DOWNTOWN REPORT SPONSOR: \$10,000~~ ~~One Available~~

- Company logo featured prominently on the State of Downtown report
- Opportunity to include a 1/2 page ad or personalized letter in the report (500 words) this will be recognized as sponsored content and will be approved by DAA
- Video spotlight at the Future of Downtown event
- Reserved seating for ten (10) attendees and wristband for complimentary drinks

Sold

~~MUSIC SPONSOR: \$7,500~~ ~~Exclusive Position~~

- Special recognition from the podium as the Music Sponsor
- Custom sign with company logo displayed next to the live music musicians
- Reserved seating for ten (10) attendees and wristband for complimentary drinks
- Half page digital ad featured in digital program
- Logo recognition at event - signage and recognition in the PowerPoint event presentation
- Logo recognition on Future of Downtown webpage
- Logo recognition on Eventbrite and communications for this event

PHOTO BOOTH SPONSOR: \$7,500 Exclusive Position

- Special recognition as a Photo Booth Sponsor
- Custom sign with company logo displayed at photo booth area
- Reserved seating for ten (10) attendees and wristband for complimentary drinks
- Half page digital ad featured in digital program
- Logo recognition at event - signage and recognition in the PowerPoint event presentation
- Logo recognition on Future of Downtown webpage
- Logo recognition on Eventbrite and communications for this event

AWARD SPONSOR: \$5,000 Exclusive to Each Award (One Available)

- Special recognition from podium as an Award Sponsor
- Opportunity to hand out one award at event
- Reserved seating for ten (10) attendees and wristband for complimentary drinks
- Half page digital ad featured in digital program
- Logo recognition at event - signage and recognition in the PowerPoint event presentation
- Logo recognition on Future of Downtown webpage
- Logo recognition on Eventbrite and communications for this event

CORPORATE SPONSOR: \$3,500 Limited

- Special recognition as a Corporate Sponsor
- Reserved seating for ten (10) attendees and wristband for complimentary drinks
- Quarter page digital ad featured in digital program
- Logo recognition at event - signage and recognition in the PowerPoint event presentation
- Logo recognition on Future of Downtown webpage
- Logo recognition on Eventbrite and communications for this event

SUPPORTER RESERVED TABLE: \$2,500 Limited

- Reserved seating for ten (10) attendees and wristband for complimentary drinks
- Eighth page digital ad featured on digital program
- Name recognition at event - signage and recognition in the PowerPoint event presentation
- Logo recognition on Future of Downtown webpage
- Logo recognition on Eventbrite and communications for this event