INVEST IN DOWNTOWN

ANCHORAGE DOWNTOWN PARTNERSHIP, LTD.

info@anchoragedowntown.org • www.AnchorageDowntown.org • (907) 279-5650

CLEAN • SAFE • VITAL

Anchorage Downtown Partnership, Ltd. is a non-profit charged with management of the Downtown Improvement District (DID). The DID covers 126 square blocks from 9th Avenue to 1st Avenue and from Gambell to L Street. Anchorage Downtown Partnership, Ltd. provides clean, safe and vital services, provides marketing and event promotion, and serves as an advocate for the business and property owners within the DID on issues affecting downtown.

Downtown property owners created the improvement district to help improve the cleanliness of downtown; to help decrease crime; to increase occupancy rates, investment values and lease income; and to generally stimulate economic development and improve the quality of life in downtown.

Anchorage Downtown Partnership, Ltd.'s budget comes from two sources: assessment funds from the DID and non-assessment funds. The assessment provides between 50-60% of the total budget for the organization annually, while non-assessment revenue comes from membership fees, sponsorships, contracts, and grants.

The Anchorage DID is the first in Alaska, though more than 1,000 exist in the US and Canada alone.

VITAL

FREE COMMUNITY EVENTS

All of our free community events are created to positively activate unused parks & space, and to bring more people into Downtown to help increase revenue for our businesses. Some of our annual events include: New Year's Eve Celebration • Downtown Dining Week • Live After Five Concert Series • Music in the Park • Downtown Summer Solstice Festival • Hero Games • Trick or Treat Street • Holiday Tree Lighting Ceremony. These events are primarily funded through sponsorship dollars.

SAFE

SECURITY FOR DOWNTOWN

As the "eyes and ears" of Downtown, Security Ambassadors (SAs) serve and assist local businesses and our thousands of visitors as they patrol the streets. SAs provide a helping hand by assisting emergency services personnel with accidents, intervening with youth at risk and working closely with Anchorage Police and other emergency response services. SAs have become a vital part of making Downtown Anchorage a safer place.

MEMBERSHIP

BUSINESS & COMMUNITY

We are passionate about providing advocacy, leadership and support for the Downtown businesses. Member businesses are supported through programs, events, membership community meetings, marketing promotions, and support through our Security and Maintenance Ambassadors. We create a clean and safe walking environment to help entice visitors and locals to shop, eat at our restaurants, stay at our hotels and enjoy the many cultural elements.

CLEAN

MAINTENANCE FOR DOWNTOWN

The Maintenance Ambassadors (MAs) provide services designed to maintain a clean, attractive and orderly Downtown, provide assistance for public space maintenance issues, serve as Ambassadors of Downtown for visitors, residents, businesses, and property owners, and partner with public entities in enhancing our community-based quality of life. The MAs also aid in snow removal within the DID. The entire DID is cleaned daily on foot 7 days a week.

INVEST IN DOWNTOWN

Anchorage Downtown Partnership, Ltd. is looking for partners to join our organization in accomplishing great things for Downtown Anchorage.

Mostly, we are excited to work with partners who support our mission and are invested in making Downtown Anchorage the cleanest, safest and most vital city in Alaska. We have moved our model of individual event sponsorship into long-term yearly investments with our organization; this increases the benefits, visibility and marketing ROI for your organization.

We are looking for your commitment into 2020 or futher!

Anchorage Downtown Partnership benefits from both in-kind and monetary sponsorships. The visibility and benefits that your company will receive is based on each level of giving.

ANCHORAGE DOWNTOWN PARTNERSHIP, LTD.

WE INVEST $1.5 MILLION YEARLY IN DOWNTOWN

Keeping Downtown Anchorage CLEAN • SAFE • VITAL

MARKETING REACH PER POST

8,500 LIKES
8,000 AV. POST REACH

77.1K IMPRESSIONS
7,700 FOLLOWERS

85,000+ SESSIONS
63,300+ NEW VISITORS
114,340 PAGE VIEWS

AGES				DEMO
0-25	20%	35-45	21%	75% Locals
25-35	34%	45+	25%	20% Tourists

Anchorage Downtown Partnership, Ltd. has been dedicated to supporting Downtown Anchorage for 20 years. We are looking for the partners who will support us for the next 20 years.

We are currently accepting sponsorships with a 5-year commitment to Downtown. This packet showcases the benefits and marketing value you will receive as we continue to make Downtown Clean, Safe and Vital.

Continued...

INVEST IN DOWNTOWN

SPONSOR BENEFITS

1. Recognition on **Website & Social Media** as Annual Investor
2. Receive **Annual Membership** with Anchorage Downtown Partnership, Ltd.
3. Premier **Logo Placement on Banner or Projection** at Anchorage Downtown Partnership, Ltd. Signature Community Opportunity Events (Listed below)
4. Opportunity to **present your business** at one of Anchorage Downtown Partnership, Ltd.'s Monthly Membership Meetings
5. Premier **logo placement in quarterly newsletter** distributed to 900+ Downtown property owners
6. Premier **logo placement & company link in e-blast**
7. Premier **logo placement on homepage of AnchorageDowntown.org**
8. Premier **logo placement on the side of Maintenance Truck & Vehicles** (Seen daily throughout Downtown 365 days a year)
9. Premier **logo placement on the back of Maintenance Vests & Security Jackets** (Seen daily in Downtown 365 days a year)
10. Premier **logo placement in all general event programs**
11. Sponsor Recognition on **Radio Advertisements**
12. Premier **logo featured in Television PSA's** featured on KTVA 11, GCI Cable Stations, Anchorage Downtown Partnership, Ltd. website & online video platforms
13. Ability to be featured on social media, website and e-communications and newsletter as **"Investor of the Month"**
14. Premier **Logo placement in Alaska Airlines Magazine and Visitor's Guides** in Summer Advertisements (4 million+ viewers)
15. Complimentary **tickets to Heart of Anchorage Awards & New Year's Eve Celebration VIP Reception**
16. Discounted rates on **contract services and event rentals**

$ LEVELS

$1,000
Level 1
Benefit 1

$5,000
Level 2
*Benefits 1-3 **

$15,000
Level 3
*Benefits 1-5 ***

$30,000
Level 4
*Benefits 1-7 ***

$45,000
Level 5
*Benefits 1-9 ****

$60,000
Level 6
*Benefits 1-11 ****

$75,000
Level 7
*Benefits 1-13 *****

$100,000
Level 8
*Benefits 1-16 ******

**** As an investor, you will also have an opportunity to have an **integral part or presence at your choice of our free community events & programs** in Downtown Anchorage. The amount of *** notes the number of events you are able to participate in.

SECURITY

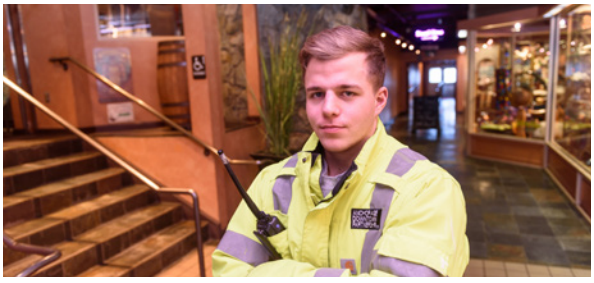
Keeping Downtown Anchorage SAFE • (907) 297-4471 Safety First Line • (907) 277-0141 Shop

6 Ambassadors respond to an average of

586

Security calls each month

Ambassadors **patrol 126 BLOCKS** and walk the equivalent distance to Rabbit Creek AND BACK daily.



Anchorage Downtown Parnterhsip Security Ambassadors provide supplemental safety and security for the Downtown Improvement District for downtown Anchorage within the approximately 126 blocks of the Downtown Improvement District (DID).

They work 7 (seven) days a week from 8:00am to 9:00pm. They serve as the “eyes and ears” for both the Anchorage Fire and Police Departments.

The Security Ambassadors essential duties and responsibilities include:

- Work with Anchorage Police Officers in emergency situations
- Coordinate daily with on-foot Anchorage Police Officers dedicated to Downtown Anchorage
- Work with Anchorage Fire Department in the need of emergency medical services
- Work with Anchorage Service Patrol for transport of inebriates
- Render full cooperation and assistance to all employees, local law enforcement agencies, and the general public as required

Continued...

SECURITY

SAFETY PROGRAM SUPPORT $50,000

- Liaise with Homeless Coordinator to aid in outreach regarding the homeless, mentally, chemically impaired, unhealthy and at-risk youth
- Recognize and report any acts of theft, destruction, abuse or negligence
- Manage potentially aggressive individuals and individuals impaired in their ability to care for themselves
- Provide supplemental security for Anchorage Downtown Partnership Ltd. events
- Maintain appropriate daily logs and reports of safety
- Monitor activities that impact Downtown on a daily basis
- Educate & report to Downtown businesses & property owners about safety issues
- Escort people in Downtown who aren't comfortable walking alone from location to location

TRAINED & CERTIFIED

- Cardiopulmonary Resuscitation (CPR)
- Automated External Defibrillator (AED)
- Verbal Judo (De-escalation through conversation)
- Green Dot Bystander Prevention Program
- Mental Health Awareness
- Techniques of Alcohol Management (TAM)

CONTRACT SERVICES

Anchorage Downtown Partnership provides security services on a contract basis. They will work with business owners over different plans & coverages based on needs & hours of operation.

SAFETY FIRST

The Security Ambassadors respond to a 24-hour dispatch line that people in need can call or text. The operation is a combined security effort to maximize security resources for Downtown Anchorage.

SAFETY FIRST
CALL OR TEXT
297-4471

ANCHORAGE DOWNTOWN PARTNERSHIP

EasyPark

MAINTENANCE

Keeping Downtown Anchorage CLEAN • (907) 297-4471 Safety First Line • (907) 277-0141 Shop

Ambassadors REMOVE an average of

124 TONS

OF GARBAGE EACH YEAR

That equals the weight of

3 TOYOTA PICKUP TRUCKS EACH MONTH

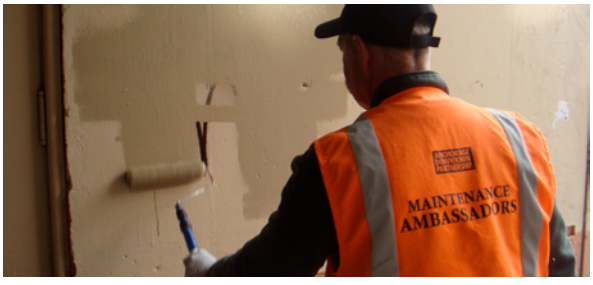
OR

2 KODIAK BEARS EACH WEEK

Anchorage Downtown Partnership, Ltd.'s Maintenance team provides manual cleaning, upkeep and other maintenance tasks for Downtown Anchorage within the approximately 126 blocks of the Downtown Improvement District (DID).

The Maintenance Ambassadors work seven (7) days a week from 5:00am to 5:00pm to enhance cleanliness and aid in snow removal

Continued...



MAINTENANCE

MAINTENANCE PROGRAM SUPPORT $25,000

various maintenance equipment. Their essential duties and responsibilities include:

- Empty trash receptacles, collect and dispose of rubbish
- Graffiti removal
- Clear litter, leaves, weeds, snow and ice from pathways within the public right-of-way & sidewalks of Downtown
- Remove snow & ice
- Wet cleanups
- Power washing
- Sidewalk sweeping
- Operate trucks, sweepers, tractors and snow plows
- Perform other routine manual maintenance related work
- Provide maintenance support for public events in downtown
- Recognize and report any acts of theft, destruction, abuse or negligence
- Give directions to visitors and assist with outside activities

The maintenance ambassadors use various maintenance equipment including pickup truck, utility truck, ATVs, skid-steers, tractors, street sweeper, shovels, jackhammers, paint sprayers, paint stripers, loaders, brooms, and power washers.

CONTRACT SERVICES

In addition to daily duties to downtown, our maintenance team offers contract services to aid in additional maintenance. These contract services include:

SNOW REMOVAL

EVENT RENTALS

GRAVEL SWEEPING

WEED ABATEMENT

MEMBERSHIP

Bringing The Downtown Anchorage Community TOGETHER

Greeters Station brings An Average of

25,000

 # Motorcoach Guests

Premier Tours of Alaska

INTO DOWNTOWN

EACH SUMMER

MEMBERSHIP MEETINGS

9 PER YEAR

TOTAL # OF ATTENDEES

500+

Anchorage Downtown Partnership Ltd. is a non-profit organization working to enhance the vitality of the Downtown community for the benefit of greater Anchorage. We work to provide advocacy, leadership, and support for the members of our organization and for Downtown Anchorage.

Our members play a critical role in efforts to keep downtown Clean, Safe & Vital. As active

Continued...

MEMBERSHIP PROGRAM SUPPORT $25,000

members and participants in programs, events, and meetings or committees, our members don't just help fund our efforts. They also contribute in a meaningful and engaged way to bring economic stimulus and awareness to Downtown Anchorage.

As an investor in Downtown, our members become a partner with Anchorage Downtown Partnership, Ltd. and part of a unified voice for Downtown. The Membership program promotes leadership, advocacy, planning, and marketing resources.

HOW CAN MEMBERSHIP HELP YOU?

- Be a part of a collective voice regarding issues and concerns
- Receive MEMBER PERKS such as discounts on advertising, marketing resources, fitness clubs and more!
- Participate in Downtown programs & events
- Attend informational monthly community meetings with the opportunity to share information or voice problems or concerns
- Network with other members to get connected in the community
- Showcase your business to the 25,000+ Downtown summer tourists

DOWNTOWN PASS

The Downtown Pass is a first access pass card. Users gain access to exclusive savings at Downtown businesses that change by month. For only $99, you can save over $1,000 at more than 30 businesses in Downtown Anchorage.

EVENTS

Keeping Downtown Anchorage VITAL

$ AVERAGE ECONOMIC IMPACT $

80% OF EVENT ATTENDEES

SPENDS ON AVERAGE **$10+**

At a Downtown business before, during or after our annual Free community events

BRINGS AN ADDITIONAL

$336,000 YEARLY

INTO DOWNTOWN ANCHORAGE

Average Marketing Value

$200,000

FOR EACH EVENT

SPONSORSHIP RECOGNITION THROUGH

- Radio
- Social Media
- Television
- Online Ads
- Website placement
- Print Materials
- Newspaper Advertisements
- Event banners & Projections

Anchorage Downtown Partnership, Ltd. is a non-profit organization working to enhance the vitality of the Downtown community. We accomplish this by hosting free outdoor events in downtown Anchorage! They range from small outdoor concert series to large festivals, ceremonies, and fireworks shows.

The purpose of our events is to:

- Bring vibrancy to Downtown
- Activate poorly used space
- Stimulate economic development for Downtown businesses
- Introduce a new, diverse populous into Downtown
- Provide family-friendly activities
- Decrease Crime
- Improve quality of life in Downtown

Our events are funded primarily through sponsorship dollars and community support. Because we are a 501 (c) 3, this allows charitable contributions from sponsors to be tax-deductible.

Continued...

EVENTS

OUR ANNUAL EVENTS COST $500,000 TO PRODUCE

MUSIC IN THE PARK
TITLE SPONSORSHIP $10,000

ATTENDANCE 50-100
AUDIENCE 60% Locals/40% Tourists
MARKETING ROI $50,000

MUSIC FOR LITTLE ONES
TITLE SPONSORSHIP $10,000

ATTENDANCE 250
AUDIENCE 95% Locals/5% Tourists
MARKETING ROI $50,000

LIVE AFTER FIVE
TITLE SPONSORSHIP $25,000

ATTENDANCE 500
AUDIENCE 75% Locals/25% Tourists
MARKETING ROI $100,000

SUMMER SOLSTICE FESTIVAL
TITLE SPONSORSHIP $70,000

ATTENDANCE 10,000
AUDIENCE 50% Locals/50% Tourists
MARKETING ROI $250,000+

INVEST

Your dollars will support ALL of these time-honored traditions for the city of Anchorage and will make Downtown a better place.

TRICK OR TREAT STREET
TITLE SPONSORSHIP $10,000

ATTENDANCE 4,500
AUDIENCE 100% Local
MARKETING ROI $50,000

HOLIDAY TREE LIGHTING
TITLE SPONSORSHIP $25,000

ATTENDANCE 7,000
AUDIENCE 99% Local
MARKETING ROI $200,000+

NEW YEAR'S EVE CELEBRATION
TITLE SPONSORSHIP $120,000

ATTENDANCE 15,000
AUDIENCE 99% Local
MARKETING ROI $250,000+

HEART OF ANCHORAGE AWARDS
TITLE SPONSORSHIP $50,000

ATTENDANCE 350
AUDIENCE 100% Local
MARKETING ROI $75,000

MUSIC FOR LITTLE ONES

FREE Live Music • Outdoor • Family-Friendly

ATTENDANCE	250
DEMOGRAPHIC	Ages .3 - 50
TOTAL COST	$10,000
MARKETING VALUE	$50,000
AUDIENCE	95% Locals 5% Tourists

One of the most revered events that Anchorage Downtown Partnership hosts is Music for Little Ones! This summertime concert series occurs every Monday in Peratrovich Park from 12:00noon -1:00pm during the summer months. They are free, outdoor interactive concerts featuring Fiddle De Dee, a band who plays interactive music and movement for the very young! This fun and engaging lunch time series is a perfect gathering place for families in Downtown Anchorage.

REACH AN AUDIENCE FOR 13+ WEEKS!

$10,000 Sponsor = EVENT NAMING RIGHTS $50,000 Marketing Value

ADDITIONAL SPONSORSHIP OPPORTUNITIES & BENEFITS

$1,500 LEVEL 1

$1,000 Investor Status Benefits Plus:

- Recognition on Music in the Park Webpage
- Recognition on Social Media

$3,500 LEVEL 2

ALL Level 1 Benefits Plus:

- Recognition from Performance Stages
- Logo Placement on Posters/Fliers
- Recognition on E-blasts

$5,000 LEVEL 3

ALL Level 2 Benefits Plus:

- Sponsor Recognition on Radio Commercial
- Logo Placement in 1/4 Page Newspaper Advertisements
- Logo Placement on Event Banners
- Receive Membership With Anchorage Downtown Partnership, Ltd.

$7,500 LEVEL 4

ALL Level 3 Benefits Plus:

- Logo Placement or Recognition in Online Advertisements
- Feature your business with 10x10 Canopy at Event
- Logo in Video Advertisements & PSA's
- Logo On Summer Event Rack Card

TESTIMONIAL

Every Monday of the summer my son and I have a standing date with Music for Little Ones. Bag lunch, picnic blanket, and sunscreen in tow, we set up our spot on the grass and relish the happy music, dancing, and audience participation of Fiddle De Dee. My son is nearly three; his first summer was our first in Anchorage. I think part of what made me begin to fall in love for this city was the Monday and Wednesday concerts spent soaking in the well-deserved Alaskan sun and watching my little guy discover and delight in his first live music experiences surrounded by children of all ages. Music for Little Ones is like a mini musical festival vacation, except better because it's every week, it's free, and the exuberant dancing and singing of toddlers is encouraged. As the snow is melting away, I find myself regularly checking my Facebook events, hoping to learn that Music in the Park season is upon us and that summer has begun. *- Andrea Gardner*

Recognition From Performance Stage

Feature Your Products, Business or Activity!

Your Logo Here!

MUSIC IN THE PARK

FREE Live Music • Outdoor • Family-Friendly

ATTENDANCE	50 - 100
DEMOGRAPHIC	Ages 1-75
TOTAL COST	$10,000
MARKETING VALUE	$50,000
AUDIENCE	75% Locals 25% Tourists

This summertime concert series occurs every Wednsday in Peratrovich Park from 12:00noon-1:00pm during our most popular months of the summer. They are free outdoor concerts featuring local bands or cultural performances! This fun event is a perfect gathering place for families, the work crowd during lunch hour, and visitors to Downtown Anchorage. Music In the Park helps activate space in a centrally located park in Downtown Anchorage. It is enjoyed by all!

REACH AN AUDIENCE FOR 13+ WEEKS!

$70,000 Sponsor = EVENT NAMING RIGHTS $250,000 Marketing Value

ADDITIONAL SPONSORSHIP OPPORTUNITIES & BENEFITS

$1,500 LEVEL 1

$1,000 Investor Status Benefits Plus:

- Recognition on Music in the Park Webpage
- Recognition on Social Media

$3,500 LEVEL 2

ALL Level 1 Benefits Plus:

- Recognition from Performance Stages
- Logo Placement on Posters/Fliers
- Recognition on E-blasts

$5,000 LEVEL 3

ALL Level 2 Benefits Plus:

- Sponsor Recognition on Radio Commercial
- Logo Placement in 1/4 Page Newspaper Advertisements
- Ability to feature your business with 10x10 Canopy at Event
- Receive Membership With Anchorage Downtown Partnership, Ltd.

$7,500 LEVEL 4

ALL Level 3 Benefits Plus:

- Logo Placement or Recognition in Online Advertisements
- Logo Placement on Event Banners
- Feature your Product or Activity During a Concert
- Logo in Video Advertisements & PSA's
- Logo On Summer Event Rack Card

TESTIMONIAL

The Anchorage Downtown Partnership is awesome. My family enjoys all the free summer performances. Thank you for making our summers amazing!

-Lorrena Terry

Recognition From Performance Stage

Feature Your Products, Business or Activity!

Your Logo Here!

LIFE AFTER FIVE

FREE Live Music • Outdoor • Family-Friendly • Beer Garden • Food

ATTENDANCE	500 (Average)
DEMOGRAPHIC	Ages 1-75
TOTAL COST	$25,000
MARKETING VALUE	$100,000
AUDIENCE	75% Locals 25% Tourists

This 10-week concert series occurs every Thursday Night in Town Square Park from 5:30pm-7:30pm during our most popular months of the summer. They are free outdoor concerts to attend for the community and take place rain or shine! This fun event is a perfect gathering place for families, the after-work crowd and visitors to Downtown Anchorage. Featured at every concert night is outdoor seating and tables, a beer and wine garden, food for purchase, Information and activity booths, and, of course, wonderful local and out of state bands!

REACH AN AUDIENCE FOR 13+ WEEKS!

$25,000 Sponsor = EVENT NAMING RIGHTS $100,000 Marketing Value

ADDITIONAL SPONSORSHIP OPPORTUNITIES & BENEFITS

$2,000 LEVEL 1

$1,000 Investor Status Benefits Plus:

- Recognition on LAF Webpage
- Recognition on Social Media

$5,000 LEVEL 2

ALL Level 1 Benefits Plus:

- Recognition from Performance Stages
- Logo Placement on Posters/Fliers
- Recognition on E-blasts
- Receive Membership With Anchorage Downtown Partnership, Ltd.

$7,500 LEVEL 3

ALL Level 2 Benefits Plus:

- Sponsor Recognition on Radio Commercial
- Logo Placement in 1/4 Page Newspaper Advertisements
- Feature your business with 10x10 Canopy at Event

$10,000 LEVEL 4

ALL Level 3 Benefits Plus:

- Logo Placement or Recognition in Online Advertisements
- Have reserved table(s) in Beer garden every concert night for your business.
- Logo in Video Advertisements & PSA's
- Logo Placement on Event Banners
- Logo On Summer Event Rack Card

TESTIMONIAL

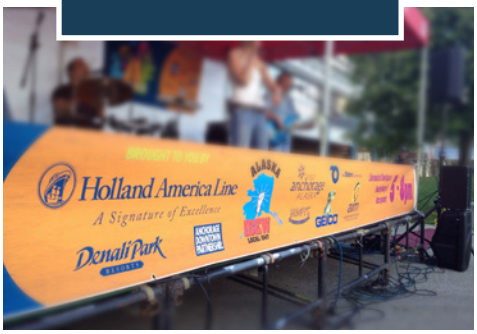
Life After Five is one of our favorite gigs of the year. It's an opportunity for us to get out of the bars and perform for people, kids and families that normally wouldn't be able to see us play.

-Tyson Davis, Blackwater Railroad Company

Reserved VIP Seating Each Concert Night

Feature Your Products, Business or Activity!

Your Logo Here!



DOWNTOWN SUMMER SOLSTICE FESTIVAL

Family-Friendly • Live Music • Hero Games • Kids Zones • Food Trucks • Beer Gardens

ATTENDANCE	10,000
DEMOGRAPHIC	Ages 1-75
TOTAL COST	$70,000
MARKETING VALUE	$250,000+
AUDIENCE	50% Locals 50% Tourists

Downtown Summer Solstice Festival is one of Anchorage's most highly anticipated summer events! The festival takes place from 12:00noon to 6:00pm on a Saturday on 4th Avenue between C & L streets in Downtown Anchorage. The event highlights everything Downtown Anchorage has to offer in the summer along with Solstice Festival traditions such as the Hero Games, Taste of Anchorage Food Zone, a Kids Zone with Giant Sandbox, Kayak Pool, Face Painting, Rides & Petting Zoo, Alaskan Arts & Crafts, Beer Gardens, Live Music Stages, and so

REACH THE BIGGEST EVENT OF THE SUMMER!

$70,000 Sponsor = EVENT NAMING RIGHTS $250,000 Marketing Value

ADDITIONAL SPONSORSHIP OPPORTUNITIES & BENEFITS

$2,000 LEVEL 1

$1,000 Investor Status Benefits Plus:

- Recognition on Solstice Webpage
- Recognition on Social Media
- Logo on Official Solstice Map

$5,000 LEVEL 2

ALL Level 1 Benefits Plus:

- Sponsor a Solstice Zone or Activity
- Recognition from Performance Stages
- Logo Placement on Posters/Fliers
- Recognition on Solstice Webpage & E-blasts

$7,500 LEVEL 3

ALL Level 2 Benefits Plus:

- Sponsor Recognition on Radio Commercial
- Logo Placement in 1/4 Page Newspaper Advertisements
- Feature your business with 10x10 Canopy at Event
- Receive Membership With Anchorage Downtown Partnership, Ltd.

$10,000 LEVEL 4

ALL Level 3 Benefits Plus:

- Logo Placement or Recognition in Online Advertisements
- Logo Placement in Full Page Newspaper Advertisements with ADN & Anchorage PRESS
- Logo featured on Solstice Branded # (hashtag) Photo Ops

$20,000 LEVEL 5

ALL Level 4 Benefits Plus:

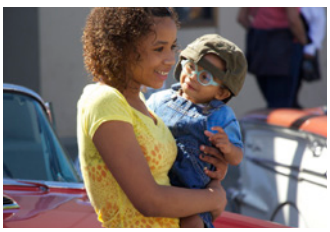
- Logo Placement on Official Event Guide & Map
- Logo Placement on Event Banners & Signage
- Logo in Solstice Video Advertisements & PSA's
- Naming Rights & Branding Opportunity for Solstice Scavenger Hunt During Event

SOLSTICE ZONES & ACTIVITY OPTIONS

First Come First Serve - Available at the Level 2 Sponsorship
**** Custom Activation Available**

HERO GAMES

TOURISM BY WAY



TASTE OF ANCHORAGE

PETALS & SPOKES BEER GARDEN

LIVE MUSIC STAGES

KIDS ZONE

BUBBLE GARDEN

SOLSTICE MARKET

info@anchoragedowntown.org • www.AnchorageDowntown.org • (907)279-5650

TRICK OR TREAT STREET

FREE Trick-or-Treating • Outdoor • Family-Friendly

ATTENDANCE	4,500
DEMOGRAPHIC	Ages 1 - 65
TOTAL COST	$10,000
MARKETING VALUE	$50,000
AUDIENCE	100% Locals

Trick or Treat Street is a free & fun event for families and children to trick or treat from business to business in downtown Anchorage in a safe and friendly environment. This event is held on the Saturday before Halloween from 12:00noon-4:00pm. Fun activities are hosted such as Horse Drawn Wagon Rides, Skinny Raven Frightening 4K, Visit Anchorage Haunted Log Cabin, Cookie Decorating at Captain Cook, Haunted Anchorage Fire Truck, Police Vehicles and Anchorage Trolley, and so much more!

REACH THOUSANDS OF KIDS AND FAMILIES!

$10,000 Sponsor = EVENT NAMING RIGHTS $75,000 Marketing Value

ADDITIONAL SPONSORSHIP OPPORTUNITIES & BENEFITS

$1,500 LEVEL 1

$1,000 Investor Status Benefits Plus:

- Recognition on Event Webpage
- Recognition on Social Media

$3,500 LEVEL 2

ALL Level 1 Benefits Plus:

- Recognition from Performance Stages
- Logo Placement on Posters/Fliers
- Recognition on E-blasts

$5,000 LEVEL 3

ALL Level 2 Benefits Plus:

- Sponsor Recognition on Radio Commercial
- Logo Placement in 1/4 Page Newspaper Advertisements
- Logo Placement on Event Maps
- Receive Membership With Anchorage Downtown Partnership, Ltd.

$7,500 LEVEL 4

ALL Level 3 Benefits Plus:

- Logo Placement or Recognition in Online Advertisements
- Feature your Product or Activity During Event with Booth or 10x10 Canopy
- Logo in Video Advertisements Or PSA's
- Logo placement on Full Page Newspaper AD Featuring Map
- Logo on Event Signage Featuring Map

TESTIMONIAL

We enjoyed all the businesses that participated. My kids loved the anchorage police depot, fire department and the swat truck! Also the Harry Potter scene was awesome! Thank you for an amazing event. We had lots of fun.

-Meagan Veriato

Recognition On Event Maps & Signage

Feature Your Products, Business or Activity!

Be a Community Partner!

HOLIDAY TREE LIGHTING CEREMONY

Free Community Event • Outdoor • Family-Friendly • Holiday Music • Santa & Reindeer

ATTENDANCE	7,000
DEMOGRAPHIC	Ages 1 - 75
TOTAL COST	$25,000
MARKETING VALUE	$200,000
AUDIENCE	95% Locals 5% Tourists

Anchorage's Holiday Tree Lighting Ceremony is a time-honored tradition for our city. This event signals the start of Anchorage's holiday season and provides a heart-warming & family-friendly atmosphere on a cold winter evening! The celebration is held the day after Thanksgiving in Town Square Park from 5:00pm – 8:00pm. Fun features of the event include the Anchorage Concert Chorus, holiday carols, free hot chocolate & holiday treats, and of course, a meet and greet with Santa and his reindeer!

HOST ONE OF ANCHORAGE'S FAVORITE CELEBRATIONS!

$25,000 Sponsor = EVENT NAMING RIGHTS & $200,000 Marketing Value

ADDITIONAL SPONSORSHIP OPPORTUNITIES & BENEFITS

$1,500 LEVEL 1

$1,000 Investor Status Benefits Plus:

- Recognition on Event Webpage
- Recognition on Social Media

$5,000 LEVEL 2

ALL Level 1 Benefits Plus:

- Recognition from Performance Stages
- Logo Placement on Posters/Fliers
- Recognition on E-blasts

$10,000 LEVEL 3

ALL Level 2 Benefits Plus:

- Sponsor Recognition on Radio Commercial
- Logo Placement in 1/4 Page Newspaper Advertisements
- Logo Placement on Event Newspaper Advertisements
- Receive Membership With Anchorage Downtown Partnership, Ltd.

$18,000 LEVEL 4

ALL Level 3 Benefits Plus:

- Recognition in Online Advertisements
- Feature your Product or Activity During Event with 10x10 Canopy
- Logo in Video Advertisements
- Logo on Event Signage Hanging from side of PAC
- Logos at Holiday Tree During Ceremony
- Say a Few Words On Stage During Ceremony with Mayor
- Sponsor Recognition on Event Banners or Projections
- Logo Placement on Santa Photos

TESTIMONIAL

I will be going to this amazing FREE event because it starts off the Christmas spirit and keeps my kids' beleif in Santa alive - so kudos to you guys who do this every year!!! *-Chelsea Gorup*

Logo On Printed Photos with Santa!

Feature Your Products, Business or Activity!

Present on Stage During Ceremony with Our Mayor!

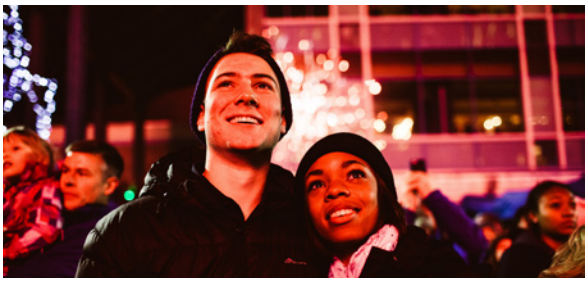
NEW YEAR'S EVE CELEBRATION

Family-Friendly • Live Music • FIREWORKS! • Street Performers • Food Trucks • Beer Gardens

ATTENDANCE	15,000
DEMOGRAPHIC	Ages 1-80
TOTAL COST	$120,000
MARKETING VALUE	$250,000+
AUDIENCE	99% Locals 1% Tourists

Don't miss out on one of Anchorage's most favored events in downtown for the New Year's Eve Celebration! This time-honored celebration is a fun, family friendly and FREE event in Town Square held on December 31st from 5:00pm-8:00pm. Enjoy Live Music, Performances, Street Performers, Anchorage's Yummiest Food Trucks, and last but not least – FIREWORKS!

This premier New Year's Eve Celebration is the ONLY New Year's Eve Celebration with Fireworks in Anchorage along with other family-friendly activities to help ring in the new year!



REACH THE LARGEST CROWD OF THE YEAR!

$120,000 Sponsor = EVENT NAMING RIGHTS & $250,000 Marketing Value

ADDITIONAL SPONSORSHIP OPPORTUNITIES & BENEFITS

$2,000 LEVEL 1

$1,000 Investor Status Benefits Plus:

- Recognition on NYE Webpage
- Recognition on Social Media

$5,000 LEVEL 2

ALL Level 1 Benefits Plus:

- Recognition on Event Banner or Projection
- Recognition from Performance Stage
- Receive Membership With Anchorage Downtown Partnership
- Logo Placement on Event Posters/Fliers

$15,000 LEVEL 3

ALL Level 2 Benefits Plus:

- Sponsor & Brand a Level 3 NYE Activity
- Sponsor Recognition on Radio Commercial
- Logo Placement in 1/4 Page Newspaper Advertisements with ADN & Anchorage PRESS
- Recognition on NYE Webpage & E-blasts'

$25,000 LEVEL 4

ALL Level 3 Benefits Plus:

- Logo Placement or Recognition in Online Advertisements
- Logo Placement in Full Page Newspaper Advertisements with ADN & PRESS
- Logo Placement on Event Banners, Projections & Signage
- Sponsor & Brand a Level 4 & 5 NYE Activity

$50,000 LEVEL 5

ALL Level 4 Benefits Plus:

- Feature your business with 10x10 Canopy at Event
- Logo Showcased on Projection During Fireworks Show
- Logo in NYE Video Advertisements & PSA's
- Logo featured on NYE Branded # (hashtag) Photo Ops
- Access to Roped Off, Outdoor VIP Area
- On Stage Photo with Fireworks in Background

NEW YEAR'S EVE ACTIVITY OPTIONS

First Come First Serve - Available at the Level 3 Sponsorship

GAMES & ACTIVITIES

BEER GARDEN

STREET PERFORMERS

FOOD TRUCK ALLY

First Come First Serve - Available at the Level 4 & 5 Sponsorship

*** Custom Activation Available*

ENTERTAINERS

SAFETY

STAGE

FIREWORKS!

NEW YEAR'S EVE - VIP CELEBRATION

PRIVATE Reception • Live Music • FIREWORKS! • Family-Friendly • Food • Entertainment • Bar Area

ATTENDANCE	250
DEMOGRAPHIC	All Ages
TOTAL COST	$60,000
MARKETING VALUE	$250,000+
AUDIENCE	99% Locals 1% Tourists

The New Year's Eve VIP Reception is the chance to host and entertain some of your most valued customers or business associates during one of Anchorages most highly attended events of the year! The VIP reception is held inside the Performing Arts Center Atrium, providing a direct view onto the outdoor New Year's Eve Celebration. Enjoy watching live music performances, and activities in Town Square including the fireworks spectacular, in a warm, indoor location while relishing fantastic food, wine, beer and a champagne toast coinciding with the fireworks countdown. Live indoor entertainment, games and activities will accompany the evenings party!

HOST A MEMORABLE CELEBRATION!

$70,000 Sponsor = EVENT NAMING RIGHTS & $150,000 Marketing Value

ADDITIONAL SPONSORSHIP OPPORTUNITIES & BENEFITS

$5,000 LEVEL 1

$1,000 Investor Status Benefits Plus:

- Receive 5 Tickets to VIP Reception
- Recognition on NYE Webpage
- Recognition on Social Media

$15,000 LEVEL 2

ALL Level 1 Benefits Plus:

- Receive 15 Tickets to VIP Reception
- Ability to Sponsor & Brand a VIP Reception Activity (Options Below)
- Sponsor Recognition Throughout Evening From Indoor Emcee & Program
- Receive Membership With Anchorage Downtown Partnership, Ltd.

$25,000 LEVEL 3

ALL Level 2 Benefits Plus:

- Receive 25 Tickets to VIP Reception
- Logo Placement on Reception Banners/ Signage
- Sponsor Recognition on VIP Reception E-Tickets or Printed Tickets & Eventbrite Reception Page
- Recognition from Outdoor Performance Stage
- Recognition on Event Banner or Projection in Outdoor Celebration (reach = 15,000 people)

$50,000 LEVEL 4

ALL Level 3 Benefits Plus:

- Receive 40 Tickets to VIP Reception (Skybridge is limited to 40 people)
- Access to Outdoor, Roped Off VIP Area
- Reserve Skybridge for Private VIP Party/Viewing Area With Food & No-Host Bar
- Logo Placement or Recognition in Online Advertisements
- Logo Placement in Full Page Newspaper Advertisements with ADN & Anchorage PRESS
- Logo featured on NYE Branded Photo Ops Inside reception
- Logo Placement on Event Banners, Projections & Signage

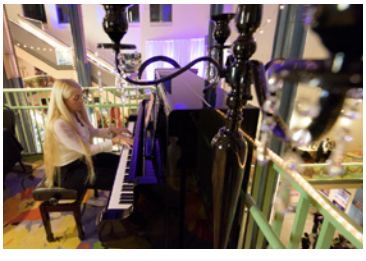
NEW YEAR'S EVE VIP RECEPTION ACTIVITY OPTIONS

First Come First Serve - Available at the Level 2 Sponsorship

*** Skybridge Only Available at Level 4*

CHAMPAGNE TOWER/ TOAST

ENTERTAINERS



GAMES & ACTIVITIES

PRIVATE VIEWING AREA ON SKYBRIDGE

SPONSORSHIP FORM

SPONSOR CONTACT INFORMATION

NAME: _____

EMAIL: _____

PHONE: _____

COMPANY: _____

ADDRESS: _____

CITY:: _____ STATE: _____ ZIP CODE: _____

I'M EXCITED TO BE AN ANNUAL INVESTOR

DONATION/SPONOSRSHIP AMOUNT:_____

ADDITIONAL SPONSORSHIP OPPORTUNITIES WITH ANCHORAGE DOWNTOWN PARTNERSHIP, LTD.

☐ BECOME A MEMBER ☐ I'M ALREADY A MEMBER!

__ 0-10 Employees	$250
__ 11-25 Employees	$325
__ 26-50 Employees	$500
__ 51-99 Employees	$700
__ 100-499 Employees	$1,200
__ 500+employees	$2,200

PAYMENT METHOD email form to: info@anchoragedowntown.org or pay by phone: (907) 279-5650

☐ PLEASE INVOICE AT: _____

☐ CHECK: Please Make All Checks Payable To: Anchorage Downtown Partnership, Ltd.

☐ CREDIT ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS AMOUNT ☐

CREDIT ☐ EX. DATE ☐ SEC. CODE ☐

CARD HOLDER ☐ SIGNATURE ☐

ANCHORAGE DOWNTOWN PARTNERHSIP, LTD.
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