

SPONSORSHIP OPPORTUNITIES

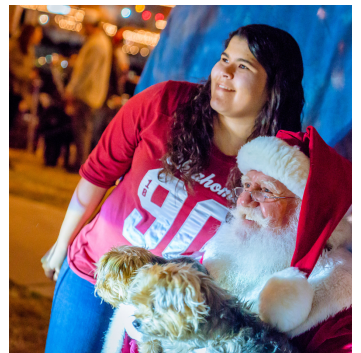
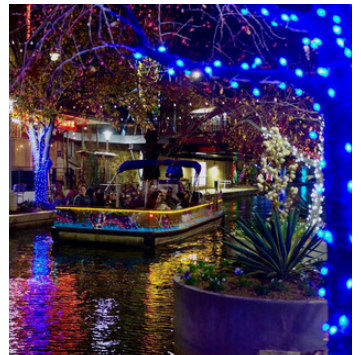
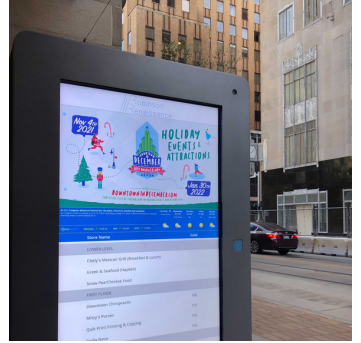
DOWNTOWN IN DECEMBER
2022 - 2023 SEASON



DOW N
TOWN
→ OKC

DOWN
TOWN
→ OKC

Celebrate THE HOLIDAY SEASON IN DOWNTOWN OKC!



JOIN THE FUN



With the generous support of our sponsors and partners, Downtown Oklahoma City Partnership activates the downtown area through its annual series of holiday events and attractions.

Spanning November through January, Downtown in December presented by Devon provides a central location for the numerous community events produced not only by our organization and its districts, but by local nonprofits and businesses throughout downtown. Many of these events have become important community traditions and most are offered for free or at a low-cost, allowing them to be accessible to everyone.

There are various opportunities to get involved including in-kind, custom, and title sponsorships. All proceeds benefit Downtown Oklahoma City Partnership (DOKC), a 501(c)(6) nonprofit urban place management organization, whose mission is to create and champion a vibrant and diverse downtown through placemaking, advocacy, and promotion.

What does not go directly to Downtown in December, funds downtown marketing, special events, public art, advocacy for community issues, street level services such as cleaning, graffiti removal, and trash pickup, and much more.

As we enter our 21st season, we hope we can count on your support to produce another magical winter experience that is bigger and brighter than ever!



DOWNTOWN IN DECEMBER SPONSORSHIP LEVELS

Benefits

\$500

1,000

\$2,500

\$5,000

\$7,500

\$10,000

New!

Logo with link on DOKC website (downtownokc.com) for one year



New!

Dedicated "Local Spotlight" in What's Up Downtown e-newsletter (date agreed upon by both parties)



New!

Prominent logo placement in footer of Downtown in December website (downtownindcember.com)



New!

Invitation to participate in and/or promote business at select DOKC events throughout the year*



Name mentioned in DOKC social media channels (522,000+ followers)



Logo with link on Downtown in December website



Logo in multi-page event program published in OK Gazette & Curbside Chronicle (Nov. - Dec.)



Logo on Downtown in December poster



Name listed on Downtown in December rack card (distributed state-wide)



Name listed in Downtown in December press release



New!

Invitation to DOKC sponsor & partner holiday get together



Name listed in three What's Up Downtown e-newsletter editions (6,500+ subscribers)



Name with link on Downtown in December website



Ability to have on-site presence at a signature Downtown in December event**

+\$500

+\$500

+\$500



Desired support level



*Examples include booth set up or collateral at Downtown Employee Appreciation Day, video ads before movie screening at Deep Deuce Director's Cut, and participation in other pop-up events produced by Downtown OKC

**Oklahoma City Tree Lighting Festival, Saints Santa Run, Lights On Broadway



EVENT SPONSORSHIPS

Oklahoma City Tree Lighting

The 2022 Oklahoma City Tree Lighting Festival will take place in Bricktown on Thursday, November 17 from 5-7pm. The Virtual Holiday Special will debut on FOX 25 and online Friday, November 25 - exact time to be determined.

OKC TREE LIGHTING - VIRTUAL HOLIDAY SPECIAL

\$5,000 *DATE: NOV. 25 & DEC. 25*

- Logo with link on event webpage
- Logo listed on event poster
- Logo listed in program credits
- Emcee recognition during program
- Name listed in press release and Facebook event
- Ability to submit a 5-second holiday message to include in program



Select sponsorship

OKC TREE LIGHTING - FESTIVAL

\$2,500 *DATE: NOV. 17*

- Logo with link on event webpage
- Logo listed on event poster
- Logo listed on signage at event
- Emcee recognition during event
- Name listed in press release and Facebook event



Select sponsorship

OKC TREE LIGHTING - LETTERS TO SANTA

\$2,500 *DATE: NOV. 17*

- Logo with link on event webpage
- Name listed in press release and Facebook event
- Name listed on signage at tent
- Ability to provide volunteers to help at tent
- Ability to distribute branded crayons/markers/colors pencils at tent



Select sponsorship

Each event sponsorship includes your name with link on the Downtown in December website (\$500 value). Additional Downtown in December benefits can be added upon request.



EVENT SPONSORSHIPS

Saints Santa Run

The 2022 Saints Santa Run will take place in Midtown on Saturday, December 3 from 8-11am. Event includes a 5K Race, 1-Mile Fun Run/Walk, and free Kids' Dash. Registration opens in October.

SAINTS SANTA RUN - EVENT

\$2,500 **DATE: DEC. 3**

- Logo with link on event webpage
- Logo listed on event poster
- Logo listed on signage at event
- Emcee recognition during event
- Name listed in press release, Facebook event, and registration website
- Name listed on race shirts
- Ability to provide branded items/promotional materials in packets



Select sponsorship

SAINTS SANTA RUN - RACE SHIRT

\$1,750

- Logo with link on event webpage
- Emcee recognition during event
- Name listed in press release, Facebook event, and registration website
- Logo listed on race shirts



Select sponsorship

SAINTS SANTA RUN - WATER STOP

\$1,500

- Logo with link on event webpage
- Emcee recognition during event
- Name listed in press release, Facebook event, and registration website
- Ability to decorate water stop with branded items
- Ability to distribute branded water bottles or cups at stop
- Ability to provide volunteers to work water stop from 9-10am on race day



Select sponsorship

Each event sponsorship includes your name with link on the Downtown in December website (\$500 value). Additional Downtown in December benefits can be added upon request.



TITLE SPONSORSHIPS

OKLAHOMA CITY TREE LIGHTING VIRTUAL HOLIDAY SPECIAL TITLE SPONSORSHIP

CLAIMED

Heartland

\$30,000 **DATE: NOV. 25 & DEC. 25**

OKC Tree Lighting Virtual Holiday Special Benefits:

- Title sponsorship of the Oklahoma City Tree Lighting Virtual Holiday Special, an official Downtown in December event, streaming online and on television on Friday, November 25, 2022, with an encore broadcast on Christmas Day (exact details to be determined)
 - Program will be available for viewing on the Downtown in December website and Downtown OKC Facebook page through the end of December
- Program name will be listed/mentioned as "Oklahoma City Tree Lighting Virtual Holiday Special presented by _____" on all PR and marketing materials, as well as print and digital ads purchased by Downtown Oklahoma City Partnership
- Presenting Sponsor's logo will be listed first and be the most prominent logo when all program sponsors are represented in print or digital communications
- Presenting Sponsor's logo will be prominently featured during the program
- Presenting Sponsor will be recognized by the emcee during the program
- Presenting Sponsor will have the opportunity for a company representative to be included in the program filming and/or contribute a pre-recorded holiday message
- The OKC Tree Lighting Virtual Holiday Special will be prominently listed in all official Downtown in December event listings
- DOKC will handle all logistics including marketing, production, talent, and distribution

Downtown in December Benefits:

- Logo with link on Downtown in December website (downtownindecember.com)
- Name listed in 3 What's Up Downtown e-newsletter editions (6,500+ subscribers)
- Invitation to DOKC sponsor & partner holiday get together
- Name listed in Downtown in December press release
- Name listed on Downtown in December rack card (distributed state-wide)
- Mailed physical end-of-season sponsor report with photos and data (plus digital version)
- Logo on Downtown in December poster
- Logo in multi-page event program published in OK Gazette & Curbside Chronicle (November – December)
- Name mentioned in DOKC social media channels (522,000+ followers)
- Invitation to participate in and/or promote business at select DOKC events throughout the year
- Prominent logo placement in footer of Downtown in December website



TITLE SPONSORSHIPS

OKLAHOMA CITY TREE LIGHTING FESTIVAL TITLE SPONSORSHIP

\$20,000 **DATE: NOV. 17**

OKC Tree Lighting Festival Benefits:

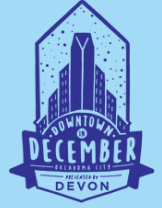
- Title sponsorship Oklahoma City Tree Lighting Festival, an official Downtown in December event, taking place in Bricktown on Thursday, November 17, 2022
- Event name will be listed/mentioned as "Oklahoma City Tree Lighting Festival presented by _____" on all PR and marketing materials, as well as print and digital ads purchased by Downtown Oklahoma City Partnership
- Presenting Sponsor's logo will be listed first and be the most prominent logo when all event sponsors are represented in print or digital communications
- Presenting Sponsor's logo will be listed on signage at the festival
- Presenting Sponsor will be recognized by the emcee during the festival
- Presenting Sponsor will have the opportunity for a company representative to speak on stage during the festival
- Presenting Sponsor's logo will be included on photos printed at Santa Photos station
- The OKC Tree Lighting Festival will be prominently listed in all official Downtown in December event listings
- DOKC will handle all logistics including marketing, production, talent, and distribution

Downtown in December Benefits:

- Logo with link on Downtown in December website (downtownindecember.com)
- Name listed in 3 What's Up Downtown e-newsletter editions (6,500+ subscribers)
- Invitation to DOKC sponsor & partner holiday get together
- Name listed in Downtown in December press release
- Name listed on Downtown in December rack card (distributed state-wide)
- Mailed physical end-of-season sponsor report with photos and data (plus digital version)
- Logo on Downtown in December poster
- Logo in multi-page event program published in OK Gazette & Curbside Chronicle (November – December)
- Name mentioned in DOKC social media channels (522,000+ followers)
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Select OKC Tree Lighting Festival title sponsorship



TITLE SPONSORSHIPS

BRICKTOWN CHRISTMAS TREE TITLE SPONSORSHIP

\$10,000

CLAIMED



Bricktown Christmas Tree Benefits:

- Title sponsorship of the Bricktown Christmas Tree attraction, free and open to the public from November 4, 2022 through December 31, 2022
- Attraction name will be listed/mentioned as “Bricktown Christmas Tree sponsored by _____” on all PR and marketing materials, when appropriate
- Presenting Sponsor’s logo will be listed on signage near the tree for the duration of the season
- Presenting Sponsor has the opportunity to include branded ornaments provided by sponsor on the tree
- Presenting Sponsor’s name or logo will be listed on Oklahoma City Tree Lighting Festival marketing materials including event poster, press release, event webpage, and digital graphics
- Presenting Sponsor’s name will be recognized by emcee during Oklahoma City Tree Lighting Festival
- DOKC will handle all logistics including installation, maintenance, and marketing

Downtown in December Benefits:

- Logo with link on Downtown in December website (downtownindecember.com)
- Name listed in 3 What’s Up Downtown e-newsletter editions (6,500+ subscribers)
- Invitation to DOKC sponsor & partner holiday get together
- Name listed in Downtown in December press release
- Name listed on Downtown in December rack card (distributed state-wide)
- Mailed physical end-of-season sponsor report with photos and data (plus digital version)
- Logo on Downtown in December poster
- Logo in multi-page event program published in OK Gazette & Curbside Chronicle (November – December)
- Name mentioned in DOKC social media channels (522,000+ followers)
- Invitation to participate in and/or promote business at select DOKC events throughout the year
- Prominent logo placement in footer of Downtown in December website



TITLE SPONSORSHIPS

SANTA RUN TITLE SPONSORSHIP

\$20,000

CLAIMED



Santa Run Benefits:

- Title sponsorship of the Santa Run, an official Downtown in December event, taking place on Saturday, December 3, 2022
- Event name will be listed/mentioned as “____ Santa Run” on all PR and marketing materials, as well as all print and digital ads purchased by Downtown Oklahoma City Partnership
- The start/finish line and event programming will take place at or near the Presenting Sponsor’s building, if possible
- Presenting Sponsor’s logo will be listed first and be the most prominent logo when all event sponsors are represented in print or digital communications
- Presenting Sponsor’s logo will be prominently listed on the race shirts and any other race apparel
- Presenting Sponsor has ability to provide branded items/promotional materials in race packets
- Presenting Sponsor will be recognized with signage and by the emcee at the event
- Presenting Sponsor will receive (10) complimentary run registrations as well as 50% off unlimited registrations
- The Santa Run will be prominently listed in all official Downtown in December event listings
- DOKC will handle all event logistics including race timing, course certification, production, and marketing as well as coordination of refreshment stations, music and entertainment, and any additional programming
- DOKC will handle all design and production of apparel, medals, event signage, and marketing materials

Downtown in December Benefits:

- Logo with link on Downtown in December website (downtownindecember.com)
- Name listed in 3 What’s Up Downtown e-newsletter editions (6,500+ subscribers)
- Invitation to DOKC sponsor & partner holiday get together
- Name listed in Downtown in December press release
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OUR REACH

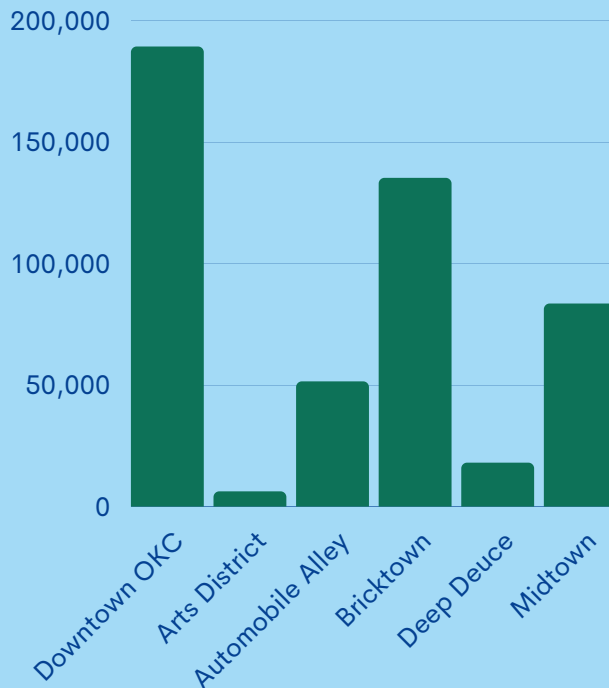
2021 - 2022 DATA

Downtown in December is marketed through digital and print advertising, the event series website (downtownindecember.com), a multi-page event program published in the OK Gazette and Curbside Chronicle, posters distributed city-wide, and rack cards distributed state-wide.

Downtown in December reaches an audience of over 300,000 through its website, 500,000 through social media, 6,500 through our What's Up Downtown e-newsletter, 300,000 through editorial, and 35,000 through the OKC Tree Lighting Festival Virtual Holiday Special.

SOCIAL MEDIA FOLLOWERS

TOTAL: 514,404+



5.9% OVERALL GROWTH

in followers from 2021 to 2022

6,691

**WHAT'S UP DOWNTOWN
NEWSLETTER ACTIVE SUBSCRIBERS**

DOWNTOWNINDECEMBER.COM

513,548

Website Hits

91,434

Unique Users

AD EXPOSURE

Average Readership

Downtown in December ads ran
November 2021 to January 2022

THE OKLAHOMAN

126,000

METROFAMILY MAGAZINE

123,000

OKLAHOMA GAZETTE

35,000

CURBSIDE CHRONICLE

12,000

405 MAGAZINE

88,000

TRAVEL OK

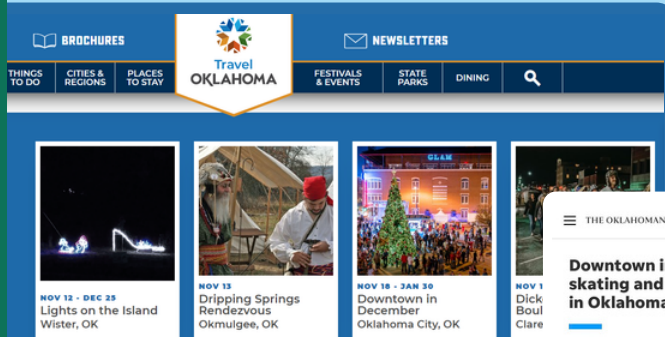
100,000



OUR REACH

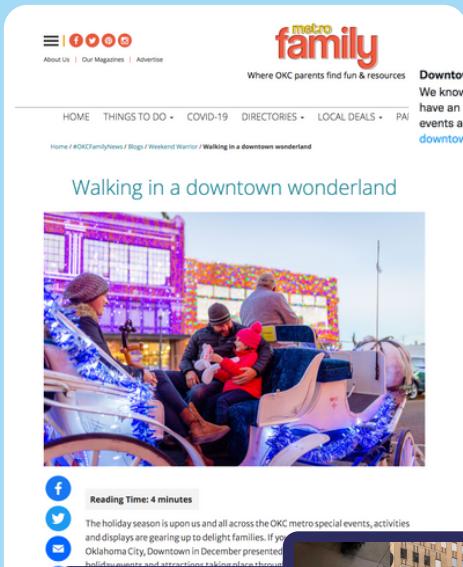
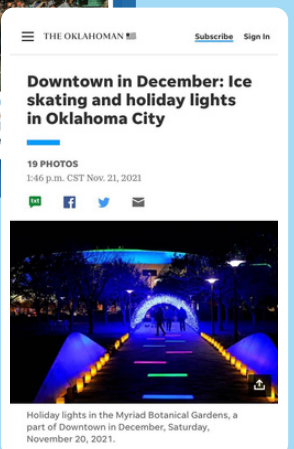


Visit OKC @VisitOKC · Nov 15, 2021
Start celebrating the holiday season early! Here's our guide to things you don't want to miss during #DowntownInDecember. #SeeOKC



OKC Streetcar @OKCStreetcar · Dec 26, 2021
Don't forget the streetcar is FREE on weekends until January 3! Come ride with us and see all that #DowntownInDecember has to offer! See all the festive activities here: downtownokc.com

Mayor David Holt @davidholt · Nov 26, 2021
OKC's Christmas tree is lit!
Visit DowntownInDecember.com to watch the whole program and to find out how to celebrate the holidays in @DowntownOKC!

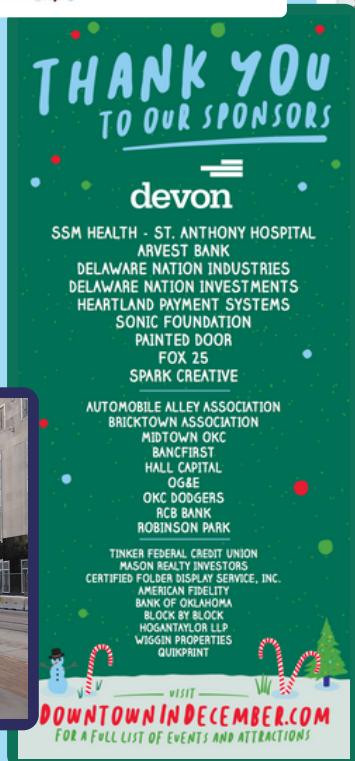


Downtown OKC @DowntownOKC · Nov 5, 2021
We know that you are eager to make your holiday plans, which is why we have an easy-to-access website that serves as a guide to all of the holiday events and attractions happening downtown this season. Find it all at downtownindecember.com.



DOWNTOWN IN DECEMBER
Downtown in December, our series of holiday events and attractions in the heart of Oklahoma City, is returning for its 20th year in 2021! The one-of-a-kind winter experience includes festive events, outdoor attractions, performing arts, holiday shopping, family activities, and much more, all surrounded by stunning light displays and decorations. Many of the events are free and open to everyone, and organizers are continuing to keep the community's health a priority with additional safety precautions.
Downtown in December is produced in part by Downtown Oklahoma City Partnership with generous support from Devon Energy, the Downtown Business Improvement District, as well as other corporate sponsors and partners.
We look forward to continuing traditions and creating new memories at the 20th anniversary season of Downtown in December. Find more information on each event by visiting downtownindecember.com.

Thank you to our Downtown in December sponsors who help make this season possible: Devon Energy Corporation, SSM Health - St. Anthony Hospital, Arvest Bank, Heartland, SONIC Foundation, Delaware Nation Industries | Delaware Nation Investments, Painted Door Gift Boutique, BancFirst, OG&E, Bricktown Association, Midtown OKC, Automobile Alley Association, Hall Capital, Robinson Park, OKC Dodgers, Tinker Federal Credit Union, Mason Realty Investors, American Fidelity, Bank of Oklahoma, HoganTaylor LLP, Wiggins Properties, Block by Block, Gipson Design, Alliance for Economic Development, Centennial Landscaping, Sims Management Resources, Jones PR, Stella Nova, The Skirvin Hilton Hotel, Katiebug's Sips & Sweets, Spark Creative, FOX 25, Quik Print.





PAST SPONSORS

DOWNTOWN IN DECEMBER 2021 - 2022 SEASON

Presented by **Devon Energy**

405 Magazine	JE Dunn Construction
Alliance for Economic Development	Jones PR
American Fidelity	Katiebug's Sips & Sweets
Automobile Alley Association	Lyric Theatre of Oklahoma
Arvest Bank	Mason Realty Investors
BancFirst	MetroFamily Magazine
Bank of Oklahoma	Midtown OKC
BC Clark	Midtown Renaissance
Block by Block	OG&E
Bricktown Association	OKC Broadway
Byron's Liquor Warehouse	OKC Dodgers
Canterbury Voices	Painted Door Gift Boutique
Centennial Landscaping	Quik Print
Claims Management Resources	RCB Bank
Crowe & Dunlevy	RIVERSPORT Foundation
Delaware Nation Investments	Robinson Park
EMBARK	RSM LLP
First National Center	SONIC Foundation
Flight	SSM Health - St. Anthony
FOX 25	Stella Nova
Gipson Design	The Melting Pot
Hall Capital	The Skirvin Hilton Hotel
Heartland	Tinker Federal Credit Union
HoganTaylor LLP	Unity Insurance Partners
HSE Architects, PLLC	Wiggin Properties

Thank you for considering a sponsorship of Downtown in December.

The contributions from generous donors like you make it possible for us to produce our free and low-cost signature events and promote dozens of seasonal programs and attractions that help downtown remain a healthy and vibrant destination.

Can we count on your support this year? Return your completed sponsorship form with selected support level by September 1st to receive full acknowledgement on appropriate marketing materials.

Visit **downtownindecember.com** to view last year's poster, rack card, event program, and event & attraction list, as well as find out what's in store for the 21st season of Downtown in December!

DOW
NTOWN
→ OKC



PHI NGUYEN

Chief Operating Officer
phi@downtownokc.com
405.235.3522

HOLLY HOYLER

Development & Events Manager
holly@downtownokc.com
405.526.6914

Yes, I will sponsor Downtown in December!

Sponsorship Amount:

Sponsor Name (to be listed):

Contact Name:

Mailing Address:

Email Address:

Phone Number:

PAYMENT INFORMATION

☐

Check enclosed

☐

Invoice me at mailing address

☐

Process below credit card information

Credit Card Number:

Exp. Date:

CVV:

Billing Address (if different from above):

☐

I acknowledge that Downtown Oklahoma City Partnership will be charged a credit card processing fee up to 4% of the sponsorship amount and will not receive my full donation

**Return this form by email to holly@downtownokc.com or by mail:
(Attn: Holly Hoyer, 211 N. Robinson Ave., Ste. 225, OKC, OK 73102)**



Downtown Oklahoma City Partnership EIN: 73-1593759

P | 405.235.3500 211 N. Robinson Ave., Suite 225 | Oklahoma City, OK 73102
downtownokc.com | downtownindecember.com



@DOWNTOWNOKC
DOWNTOWNOKC.COM | DOWNTOWNINDECEMBER.COM

P | 405.235.3500 | 211 N. ROBINSON AVE., SUITE 225 | OKLAHOMA CITY, OK 73102