



SPONSORSHIP OPPORTUNITIES

DOWNTOWN IN DECEMBER
2023 - 2024 SEASON





JOIN THE FUN



With the generous support of our dedicated sponsors and partners, Downtown Oklahoma City Partnership draws thousands to 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 meaningful 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 in the series 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 22nd season, we hope we can count on your support to produce a magical holiday 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
Logo with link on DOKC website (downtownokc.com) for one year						●
Dedicated feature in one What's Up Downtown weekly e-newsletter (6,500+ subscribers)						●
Prominent logo placement in footer of Downtown in December website (downtownindecember.com)					●	●
Invitation to participate in and/or promote business at select DOKC events throughout the year*					●	●
Logo on Downtown in December poster (distributed downtown-wide)					●	●
Logo in multi-page event program published in the Curbside Chronicle (Nov. - Dec.)				●	●	●
Logo with link on Downtown in December website				●	●	●
Name listed on Downtown in December rack card (distributed state-wide)				●	●	●
Name mentioned in DOKC social media channels (522,000+ followers)			●	●	●	●
Name listed in Downtown in December press release			●	●	●	●
Name listed in Downtown in December What's Up Downtown e-newsletter editions		●	●	●	●	●
Name with link on Downtown in December website	●	●	●	●	●	●
Invitation to DOKC sponsor & partner holiday get together in December	●	●	●	●	●	●
Ability to have on-site presence at a signature Downtown in December event**	+\$500	+\$250	+\$125	●	●	●
Desired support level	○	○	○	○	○	○

*Examples include booth set up or collateral at Downtown Employee Appreciation Day and participation in other pop-up events produced by Downtown OKC

**Oklahoma City Tree Lighting Festival or Saints Santa Run



PROGRAM SPONSORSHIPS

Oklahoma City Tree Lighting Festival

The 2023 Oklahoma City Tree Lighting Festival will take place in Bricktown on Thursday, November 16 from 5-7pm. Est. attendance: 1,000+

FESTIVAL SPONSORSHIP LEVELS

\$5,000

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

\$2,500

- Name listed on signage at event
- Name with link on event webpage
- Name listed in press release and Facebook event
- Emcee recognition during event
- Ability to have on-site presence at event



LETTERS TO SANTA SPONSORSHIP

1 AVAILABLE

\$5,000

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



BRICKTOWN CHRISTMAS TREE SPONSORSHIP

\$2,500

2/4 AVAILABLE

- Logo listed on signage at Christmas tree
- Name listed in OKC Tree Lighting Festival press release and Facebook event
- Name mentioned in DOKC and Bricktown social media channels
- Emcee recognition during OKC Tree Lighting Festival

The Bricktown Christmas Tree will be on display to the public from the beginning of November to the end of December.





PROGRAM SPONSORSHIPS

Saints Santa Run

The 2023 Saints Santa Run will take place in Midtown on Saturday, December 2 from 8-11am. The event includes a 5K Race, 1-Mile Fun Run/Walk, and free Kids' Dash and begins and ends on the SSM Health - St. Anthony campus. Est. attendance: 500+

EVENT SPONSORSHIP

\$2,500

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



RACE SHIRT SPONSORSHIP

\$1,750

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



WATER STOP SPONSORSHIP

\$1,500

1/2 AVAILABLE

- Name with link on event webpage
- 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
- Must provide volunteers to work water stop from 9-10am on race day
- Emcee recognition during event



PROGRAM SPONSORSHIPS

"DOWNTOWN IN DECEMBER PRESENTS" VIDEO SERIES

5-minute promotional videos that feature festive holiday-themed demonstrations by Downtown in December partners and local businesses. Videos are shared via social media and can be streamed all season long on the "Tune In" page of the DID website and YouTube.

Past videos: *Cookie Decorating with Katiebug's Sips & Sweets*, *Gift Wrapping with Curbside Chronicle*, *Bow Making with Painted Door Gift Boutique*

\$2,500 per video

- Logo and name listed in video
- Name mentioned by host during video
- Name listed in Facebook post
- Name with link on Tune In webpage



DOWNTOWN OKC'S SANTA TRACKER

CLAIMED

amshot
Managed IT + Software Development

Interactive map and countdown on the Downtown in December website that shows the various locations that Santa will be available downtown for free or low-cost visits and photos. The countdown is active all year long and counts down to Santa's first appearance downtown at the Oklahoma City Tree Lighting Festival.

\$5,000

- Presenting sponsor recognition for one season
- Logo with link on Santa Tracker webpage
- Name listed as "Downtown OKC's Santa Tracker presented by ____" in all print and digital materials
- Name mentioned in DOKC social media channels





TITLE SPONSORSHIPS

OKLAHOMA CITY TREE LIGHTING FESTIVAL TITLE SPONSORSHIP

\$30,000 **EVENT DATE: NOV. 16**

CLAIMED

Heartland

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 16, 2023
- 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
- 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 the 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 **EVENT DATE: DEC. 2**

CLAIMED



Santa Run Benefits:

- Title sponsorship of the Santa Run, an official Downtown in December event, taking place on Saturday, December 2, 2023
- 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)
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OUR REACH

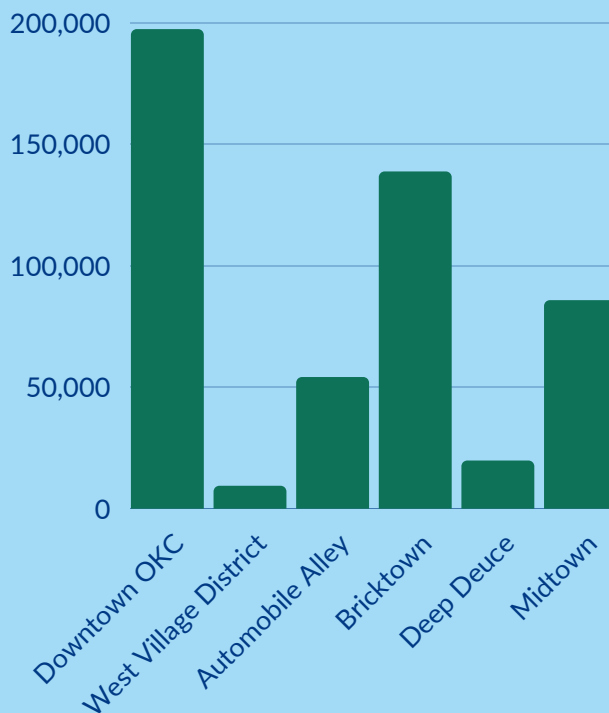
2022 - 2023 DATA

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 downtown-wide, and rack cards distributed state-wide.

Downtown in December reaches an audience of over 99,000 through its website, 500,000 through social media, 6,500 through the What's Up Downtown e-newsletter, and 400,000 through editorial.

SOCIAL MEDIA FOLLOWERS

TOTAL: 535,000+



3.7% OVERALL GROWTH

in followers from 2022 to 2023

6,574

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

DOWNTOWNINDECEMBER.COM

479,000+

Website Hits

99,000+

Unique Users

13.86% increase of new
visitors from last season

AD EXPOSURE

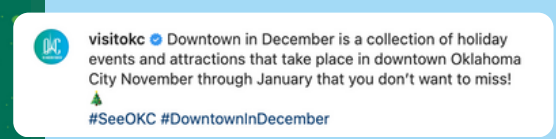
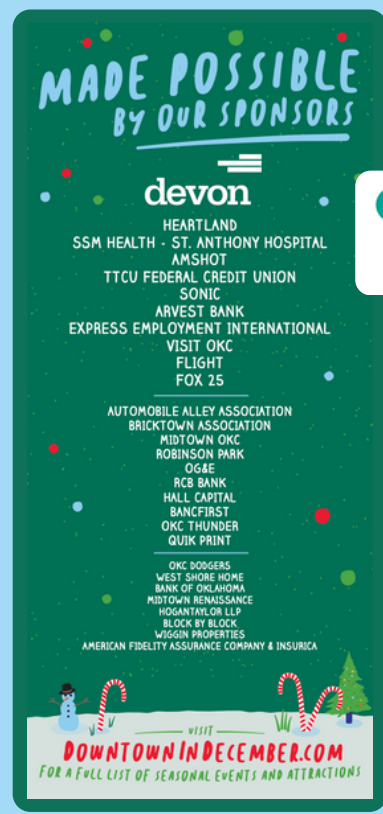
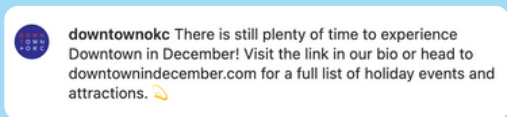
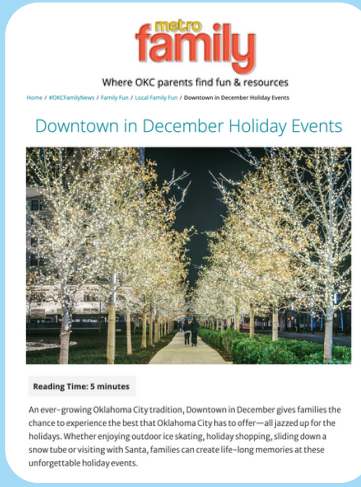
484,000+

**Average readership
across 8 media outlets**

Downtown in December ads
ran November 2022 to
January 2023

79.15%

**Increase of website users
from July 2021 to July 2022
during *Downtown in
December in July* promotion**





PAST SPONSORS

DOWNTOWN IN DECEMBER 2022 - 2023 SEASON

Presented by **Devon Energy**

405 Magazine	Lopez Foods
American Fidelity Assurance Company	Midtown OKC
AMSHOT	Midtown Renaissance
Arvest Bank	OG&E
BancFirst	Ogle Wealth Management
Bank of Oklahoma	OKC Broadway
BC Clark	OKC Dodgers
Block by Block	OKC Thunder
Bricktown Association	Oklahoma Gazette
Cain Law Office	The Oklahoman
Canoo	Painted Door Gift Boutique
Centennial Landscaping	Phillips Murrah
Certified Folder	Quik Print of Oklahoma City
Communication Federal Credit Union	RCB Bank
Curbside Chronicle	Renewal by Andersen
Downtown OKC BID	RIVERSPORT Foundation
EMBARK	Robinson Park
Express Employment International	Scissortail Park Foundation
First National Center	SONIC
Flight	SSM Health - St. Anthony
Gipson Design	Sinclair Broadcast Group
Hall Capital	Stella Nova
Heartland	The Social Order
HoganTaylor LLP	Tinker Federal Credit Union
HSE Architects, PLLC	TTCU Federal Credit Union
INSURICA	Visit OKC
JE Dunn Construction	West Shore Home
Kroger Delivery	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 22nd season of Downtown in December!

DOWNTOWN
→ 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 email 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

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downtownokc.com | downtownindecember.com



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