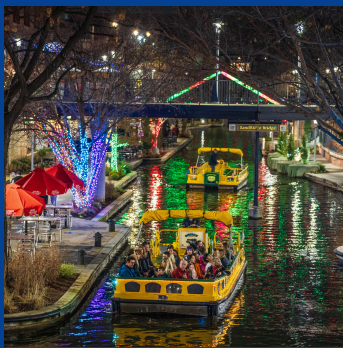


# SPONSORSHIP OPPORTUNITIES

DOWNTOWN IN DECEMBER  
2024 - 2025 SEASON



# Ring in Cheer!



**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 Energy 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 23rd 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

\* Example includes booth set up or collateral at Downtown Employee Appreciation Day

\*\* Oklahoma City Tree Lighting Festival or Saints Santa Run

# OKLAHOMA CITY TREE LIGHTING FESTIVAL

Mickey Mantle Drive in Bricktown  
Tuesday, November 12, 2024 from 5:30pm - 8:00pm  
Estimated attendance: 2,800+

## FESTIVAL SPONSORSHIP

**\$5,000**

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

Sponsorship also includes \$1,000 level Downtown in December benefits

## LETTERS TO SANTA SPONSORSHIP



**\$5,000**

**CLAIMED**

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

Sponsorship also includes \$1,000 level Downtown in December benefits





# OKLAHOMA CITY TREE LIGHTING FESTIVAL

Mickey Mantle Drive in Bricktown  
Tuesday, November 12, 2024 from 5:30pm - 8:00pm  
Estimated attendance: 2,800+

## OKLAHOMA CITY TREE LIGHTING FESTIVAL TITLE SPONSORSHIP

**Heartland**

**\$30,000**

**CLAIMED**

- Event name listed as "Oklahoma City Tree Lighting Festival presented by \_\_\_\_\_" in the first instance on all PR and marketing materials, as well as print and digital ads purchased by DOKC
- Title Sponsor's logo listed first and most prominently when all event sponsors are represented in print or digital communications
- Logo on OKC Tree Lighting Festival event poster
- Logo with link on OKC Tree Lighting Festival event webpage
- Name listed in OKC Tree Lighting Festival press release and Facebook event
- "Oklahoma City Tree Lighting Festival presented by \_\_\_\_\_" listed in Downtown in December press release
- Emcee recognition during OKC Tree Lighting Festival
- Ability to have on-site presence at Oklahoma City Tree Lighting Festival
- Opportunity for a company representative to speak on stage during the festival
- "Oklahoma City Tree Lighting Festival presented by \_\_\_\_\_" prominently listed in all official Downtown in December event listings

Sponsorship also includes \$7,500 level Downtown in December benefits



## BRICKTOWN CHRISTMAS TREE

---

Located on the Canal Overlook in Bricktown

On display to the public: early November 2024 through early January 2025

The Bricktown Christmas Tree will introduced and lit by Mayor David Holt at the OKC Tree Lighting Festival on Tuesday, November 12, 2024.

### BRICKTOWN CHRISTMAS TREE TITLE SPONSORSHIP

**\$10,000**

AVAILABLE

- Attraction listed as “Bricktown Christmas Tree presented by \_\_\_\_\_” in the first instance on all PR and marketing materials, as well as print and digital ads purchased by DOKC
- Title Sponsor logo listed prominently on signage at Christmas Tree for the duration of the season
- Logo listed first and most prominently when all event sponsors are represented in print or digital communications
- Opportunity to include branded elements on the tree, provided by the sponsor, as agreed upon by both parties
- Logo on OKC Tree Lighting Festival event poster
- Logo with link on OKC Tree Lighting Festival event webpage
- Name listed in OKC Tree Lighting Festival press release and Facebook event
- “Bricktown Christmas Tree presented by \_\_\_\_\_” in Downtown in December press release
- Name mentioned in DOKC social media channels
- Emcee recognition during OKC Tree Lighting Festival
- Ability to have on-site presence at Oklahoma City Tree Lighting Festival

Sponsorship also includes \$1,000 level Downtown in December benefits

### BRICKTOWN CHRISTMAS TREE SPONSORSHIP

**\$2,500**

AVAILABLE

- Logo listed on signage at Christmas Tree for the duration of the season
- Name with link on OKC Tree Lighting Festival event webpage
- Name listed in OKC Tree Lighting Festival press release and Facebook event

Sponsorship also includes \$1,000 level Downtown in December benefits



# DOWNTOWN OKC'S SANTA TRACKER

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.

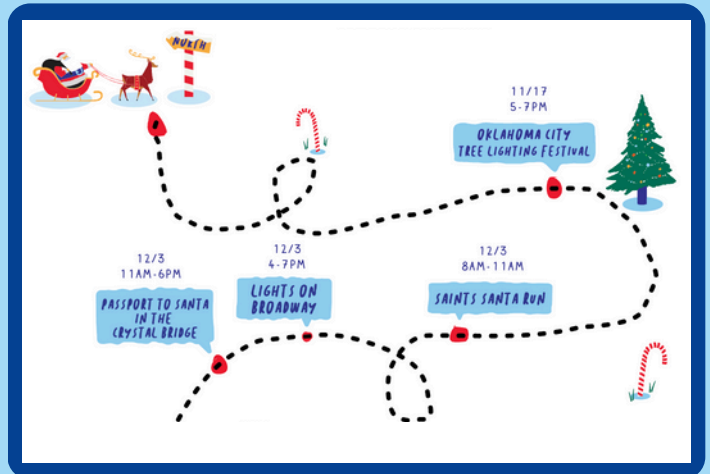
## SANTA TRACKER TITLE SPONSORSHIP

**\$5,000**

**AVAILABLE**

- Name listed as "Downtown OKC's Santa Tracker presented by \_\_\_\_" in the first instance on all PR and marketing materials
- Logo with link on Santa Tracker webpage
- Name mentioned in Downtown in December press release
- Name mentioned in DOKC social media channels

Sponsorship also includes \$1,000 level Downtown in December benefits





# SAINTS SANTA RUN

## PRESENTED BY SSM HEALTH ST. ANTHONY HOSPITAL

SSM Health St. Anthony Campus in Midtown  
Saturday, December 7 from 9:00am - 12:00pm  
The event includes a 5K Race, 1-Mile Fun Run/Walk, and free Kids' Dash.  
Estimated attendance: 600+

### SANTA RUN TITLE SPONSORSHIP



**\$20,000**

**CLAIMED**

- Event name listed as “Saints Santa Run” in the first instance on all PR and marketing materials, as well as print and digital ads purchased by DOKC
- Event and related programming will take place at SSM Health St. Anthony campus
- Event brand designed for event partnership
- Title Sponsor’s logo listed first and most prominently when all event sponsors are represented in print or digital communications
- Logo on event poster, listed on signage at event, and linked on event webpage
- Name listed in press release, Facebook event, and registration website
- “Saints Santa Run” listed in Downtown in December press release
- Logo on race shirts and any other race apparel
- Ability to provide branded items/promotional materials in packets
- Ability to have on-site presence at Oklahoma City Tree Lighting Festival
- Emcee recognition during event
- Ten (10) complimentary run registrations as well as 50% off unlimited registrations
- “Saints Santa Run” prominently listed in all official Downtown in December event listings

Sponsorship also includes \$7,500 level Downtown in December benefits







# SAINTS SANTA RUN

## PRESENTED BY SSM HEALTH ST. ANTHONY HOSPITAL

SSM Health St. Anthony Campus in Midtown  
Saturday, December 7, 2024 from 9:00am - 12:00pm  
The event includes a 5K Race, 1-Mile Fun Run/Walk, and free Kids' Dash.  
Estimated attendance: 600+

### SANTA RUN SPONSORSHIP

**\$5,000**

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

Sponsorship also includes \$1,000 level Downtown in December benefits



### RACE SHIRT SPONSORSHIP

**\$2,500**

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

Sponsorship also includes \$1,000 level Downtown in December benefits

### HYDRATION STATION SPONSORSHIP

**\$2,500**

**PENDING**

- Name with link on event webpage
- Logo listed on signage at event
- Name listed in press release, Facebook event, and registration website
- Ability to have on-site presence at event at Hydration Station
- Ability to have on-site presence at event to hand out water to runners

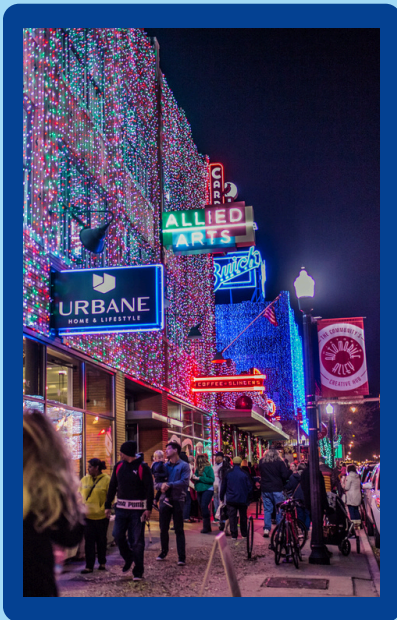
Sponsorship also includes \$1,000 level Downtown in December benefits

# LIGHTS ON BROADWAY

Automobile Alley

Saturdays, November 30, December 7, December 14, 2024 from 3:00pm - 7:00pm

Estimated attendance: 18,000+



## EVENT SERIES SPONSORSHIP

**\$5,000**

- Logo listed on event poster
- Logo with link on event webpage
- Logo listed on signage at event
- Name listed in press release and Facebook event
- Name mentioned in Automobile Alley social media channels
- Ability to have on-site presence at event

**\$2,500**

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

Sponsorship also includes \$1,000 level Downtown in December benefits



## PHOTOS WITH SANTA SPONSORSHIP

**OG+E** **\$5,000**  
**CLAIMED**

- Logo listed on signage at Santa's photo spot
- Logo with link on event webpage
- Logo listed on signage at event
- Name listed in press release and Facebook event
- Ability to have on-site presence at event as "Santa's helpers"
- Ability to distribute branded or promotional items after photos

Sponsorship also includes \$1,000 level Downtown in December benefits



# AUTOMOBILE ALLEY HOLIDAY LIGHTS

Located in Automobile Alley  
On display to the public: mid- November 2024 through early January 2025

## AUTOMOBILE ALLEY HOLIDAY LIGHTS TITLE SPONSORSHIP

**\$20,000**

**AVAILABLE**

Only 1 available

- Lights will be listed as "Automobile Alley Holiday Lights powered by \_\_\_\_\_" in the first instance on all PR and marketing materials, as well as print and digital ads purchased by DOKC
- Title Sponsor logo listed prominently on signage at Lights On Broadway events
- Logo listed prominently when all event sponsors are represented in print or digital communications
- Logo on Lights On Broadway event poster
- Logo with link on Lights On Broadway event webpage
- Name listed in Lights On Broadway press release and Facebook events
- "Automobile Alley Holiday Lights powered by \_\_\_" listed in Downtown in December press release
- Name listed in Downtown in December What's Up Downtown e-newsletter editions
- Name mentioned in Automobile Alley and DOKC social media channels
- Ability to have on-site presence at Lights On Broadway events
- "Automobile Alley Holiday Lights powered by \_\_\_\_\_" prominently listed in all official Downtown in December event listings

Sponsorship also includes \$1,000 level Downtown in December benefits



# OUR REACH

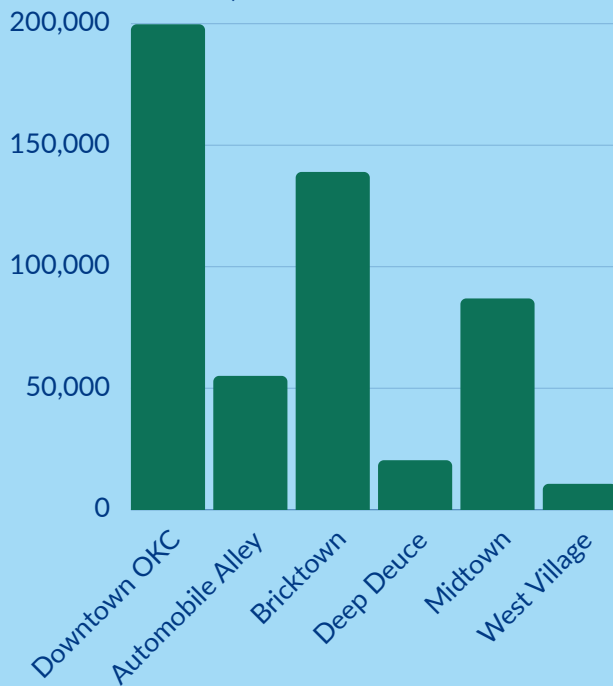
## 2023 - 2024 DATA

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

Downtown in December reaches an audience of over 56,000 through its website, 500,000 through social media, 6,400 through the “What's Up Downtown” e-newsletter, and 400,000 through editorial.

### SOCIAL MEDIA FOLLOWERS

TOTAL: 511,000+



### 1.5% OVERALL GROWTH

in followers from 2023 to 2024

**6,427**

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

### DOWNTOWNINDECEMBER.COM

**352,100+**

Website Hits

**56,500**

Unique Users

**8,400+**

Returning Users

### WEBSITE USERS

Oklahoma City 12K

Dallas 9.5K

Norman 1.3K

San Antonio 1.3K

Edmond <1K

### AD EXPOSURE

**3,098,420+**

Average readership &  
potential digital reach  
across 7 media outlets



# 'TIS THE SEASON' TO EXPERIENCE OKC'S DOWNTOWN IN DECEMBER

BY HARVE ALLEN | LIFESTYLE | DECEMBER 8, 2023



The holiday season officially kicked off in downtown Oklahoma City Nov. 16 with the OKC Tree Lighting Festival outside of the Chickasaw Bricktown Ballpark. But if you missed it, don't worry. There will be many more events and attractions throughout the rest of December and into the New Year as part of Downtown in December.



## MOST POPULAR HOLIDAY EVENTS IN OKC: DOWNTOWN IN DECEMBER 2023

NOVEMBER 15, 2023

The most wonderful time of year has arrived! Downtown in December, presented by Devon Energy, a three-month-long period packed with...

11/8/2023

No252: Downtown in December kicks off next week!

**MADE POSSIBLE BY OUR SPONSORS!**

**devon**  
DOWNTOWN OKC BUSINESS IMPROVEMENT DISTRICT

**HEALTHCARE**  
SSA HEALTH ST. ANTHONY  
RHS/HSOT

**PRINTED SOOR GIFT BOUTIQUE**  
CONTRIBUTOR: RESOURCES CANOO

**BANCHIST**  
FORBURNER HOTEL  
OKC THUNDER  
REB BARR  
ROBINSON PARK  
FLIGHT OKC  
FLIGHT  
GUNK PAINT

**OKC TREE LIGHTING FESTIVAL**  
NOV 16, 2023 6:00PM-10:00PM

**LIGHTS ON BROADWAY**  
NOV 17, 2023 5:00PM-8:00PM

**WINTER ICE BAR**  
NOV 17, 2023 5:00PM-8:00PM

**FAMILY & FANTASY**  
NOV 18, 2023 10:00AM-12:00PM

**AND MORE!**

**DOWNTOWN IN DECEMBER.COM**  
FOR A FULL LIST OF GENERAL EVENTS AND ACTIVITIES!

**405 KITCHEN CLASSICS**

**DOWNTOWN IN DECEMBER**  
The Most Wonderful Time of the Year!

**devon**

**DOWNTOWN IN DECEMBER.COM**  
FOR A FULL LIST OF GENERAL EVENTS AND ACTIVITIES!

**DOWNTOWN IN DECEMBER**  
NOV 16, 2023 - FEB 4, 2024

Address: Downtown Oklahoma City, OK 73102 Phone: 405-235-3500

Spending your holidays experiencing fun activities as downtown Oklahoma City is turned into a winter wonderland during the annual Downtown in December celebration. Experience the thrill of outdoor ice skating, exhilarating snow tubing down the nation's largest man-made slope, free water taxi excursions on the magically lit Bricktown...

**READ MORE**

11/22/2023

No254: 'Tis the season for holiday shopping

visitokc · Following Original audio

visitokc · 10w Oh, what fun it is to be in OKC! Experience the magic of Downtown in December! Click the link in our bio to learn more about each event! #SeeOKC #DowntowninDecember

#OklahomaCity #OKC #TravelOK #MyOklahoma #MyOKC #405 #Oklahoma #OKC #OklahomaLife #ThingsToDoInOKC

downtownokc · 10w downtown is about to be a winter wonderland! 2 likes Reply

1,212 likes November 9, 2023

12/27/2023

No259: There's no town for NYE like downtown

# 'TIS THE SEASON' TO EXPERIENCE OKC'S DOWNTOWN IN DECEMBER

The holiday season officially kicked off in downtown Oklahoma City Nov. 16 with the OKC Tree Lighting Festival outside of the Chickasaw Bricktown Ballpark. But if you missed it, don't worry. There will be many more events and attractions throughout the rest of December and into the New Year as part of Downtown in December.

The event was created more than 20 years ago by Downtown Oklahoma City Partnership, a non-profit organization that advocates for downtown revitalization. Since then, Downtown in December has grown into one of the most anticipated events of the season with over 100 events and attractions. From ice skating, concerts and plays to shopping, spectacular light displays and, of course, a visit from Santa Claus, Downtown in December is sure to bring a smile to the visage of everyone.



Now in its 23rd year, the Holiday Pop-Up Shops event has returned to downtown Oklahoma City with downtown residents providing an opportunity to buy local from over 100 vendors.

**LIGHTS ON BROADWAY**  
One of the most stunning holiday light displays in Oklahoma City continues to illuminate the city during the holiday season during the 8th Annual Lights on Broadway event. On Saturday, Dec. 8, and Sunday, Dec. 16, holiday revelers will be able to enjoy local shopping, sidewalk entertainment, carriage rides, special presentations and other holiday-themed activities throughout the evening. And, of course, we can't forget about the lights - all-around neighborhood LED lights draped over buildings in a dazzling display of Christmas cheer! Whether you're experiencing Automobile Alley from your car, on foot or aboard the OKC Trolleybus, the lights on Broadway event will inspire your imagination and bring more joy to your holiday season.



The Devon Tree, located at the Myriad Botanical Gardens, is a popular attraction during the holidays and throughout the year. Visitors of all ages and skill levels can enjoy the winter and get into the holiday spirit with their own white snowfall by getting lights and taking home fun items from both young and old.

**OKLAHOMA CITY BLETTS' THE BUTTERFLICKS**  
What holiday season is complete without seeing a production of Oklahoma City Ballet's production of "The Nutcracker"? An Oklahoma City favorite for more than 50 years, this year's production made you and your family holiday season. Performances are Dec. 8-10 and Dec. 15-17 at the Civic Center Music Hall. This year's production features new choreography by Acting Artistic Director Ryan Johnson. Not to mention, the OKC Ballet Theatre's Christmas School and live music from Canterbury Voices and the Oklahoma City Philharmonic. A season-friendly performance is also scheduled Dec. 18 at 8 p.m. for children and adults who have sensory sensitivities or for anyone who may benefit from being in a more relaxed environment. To see showtimes or purchase tickets, visit okcballet.org.

**HOLIDAY POP-UP SHOPS**  
Now in its 23rd year, the Holiday Pop-Up Shops event has returned to downtown Oklahoma City with downtown residents providing an opportunity to buy local from over 100 vendors. Located in the center of NW 10th, and housed in the Holiday Pop-Up Shops, this event provides an opportunity to buy local from dozens of small businesses. Participating shops will be staying weekly throughout the season.

**OKC Talk.com**  
December 4, 2023

City sidewalks, busy sidewalks, dressed in holiday style... 🎄

If you want to get in the holiday spirit, experience Downtown in December, with the Myriad Botanical Gardens, Scissortail Park, First National Center, Bricktown and most of Central OKC all decked out and activities everywhere you turn. Downtown OKC Partnership

76 comments 353 shares

**OKLAHOMA MAGAZINE**

Home • Issues • 2023 • The Christmas Capital of the Country

**Downtown in December**

Presented by Devon Energy and organized by the Downtown Oklahoma City Partnership (DOCC), Downtown in December returns to the metro for its 22nd year in 2023. A plethora of activities and attractions take place throughout the month and into the new year, including light displays, holiday pop-up shops, ice skating and photo ops with Santa.

"So many people have told us over the years that they recall seeing old photos of Main Street decked out in holiday decor and busy with shoppers," says Jennifer Nakamura, president and CEO of DOCC. "Downtown in December" began as a way to bring the magic of the holidays to Downtown Oklahoma City."

As you'd expect, planning for the event begins months in advance.

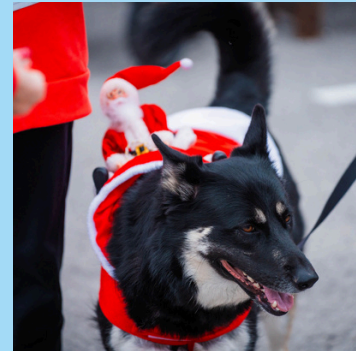
"Springtime becomes the holidays for us," says Nakamura. "It's not just about the Downtown OKC Partnership or our focused initiatives; it's about bringing our community together and promoting all the wonderful holiday programming for our businesses, theaters, restaurants and retailers."

# PAST SPONSORS

## DOWNTOWN IN DECEMBER 2023- 2024 SEASON

Presented by **Devon Energy**

405 Magazine  
American Fidelity Assurance Company  
AMSHOT  
Automobile Alley Association  
BancFirst  
Bank of Oklahoma  
BC Clark  
Bricktown Association  
Canoo  
Canterbury Voices  
Centennial Landscaping  
Certified Folder  
Communication Federal Credit Union  
Continental Resources  
Corner Energy LLC  
Curbside Chronicle  
Downtown Business Improvement District  
EMBARK  
Exhibit C Gallery  
Flight  
Fordson Hotel  
Gipson Design  
Heartland  
HSE Architects, PLLC  
INSURICA  
Johnson & Associates  
Katiebug's Sips & Sweets  
Lopez Dorada  
Love's Travel Stops  
Lyric Theatre of Oklahoma  
Main Street Parking  
The Melting Pot  
MidFirst Bank  
Midtown OKC  
Midtown Renaissance  
Miracle at Social Capital  
OG&E  
Oklahoma City Ballet  
Oklahoma City Museum of Art  
Oklahoma City Thunder  
Oklahoma Shirt Company  
One Set Studio  
Painted Door Gift Boutique  
Phillips Murrah P.C.  
Quik Print of Oklahoma City  
RCB Bank  
Renewal by Andersen  
Robinson Park  
Rodizio Grill  
SSM Health St. Anthony Hospital  
The Skirvin Hilton Hotel  
Tinker Federal Credit Union  
TTCU Federal Credit Union  
Visit OKC  
Wiggin Properties



# Yes, I will sponsor Downtown in December!

Sponsorship Selection & 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 [obranscum@downtownokc.com](mailto:obranscum@downtownokc.com) or by mail:  
(Attn: Olivia Branscum, 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](http://downtownokc.com) | [downtownindecember.com](http://downtownindecember.com)



**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 15** to receive full acknowledgment on appropriate marketing materials.

Visit **[downtownindecember.com](http://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 23rd season of Downtown in December!

D O W N  
T O W N  
→ O K C



**PHI NGUYEN**

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405.235.3522

**OLIVIA BRANSCUM**

Development Events Coordinator  
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405.526.6914



**@DOWNTOWNOKC**  
**DOWNTOWNOKC.COM | DOWNTOWNINDECEMBER.COM**

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