



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

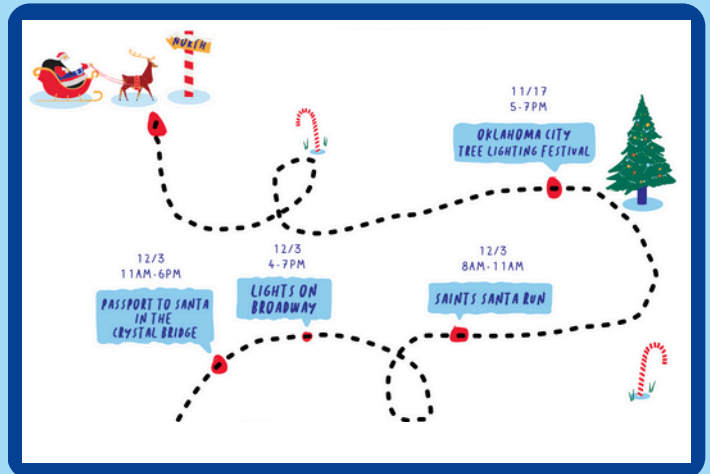
- Name listed as "Downtown OKC's Santa Tracker presented by ____" in the first instance on all PR and marketing materials
- Logo with link on Santa Tracker webpage
- Name mentioned in Downtown in December press release
- Name mentioned in DOKC social media channels



\$5,000

CLAIMED

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

CLAIMED

- 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

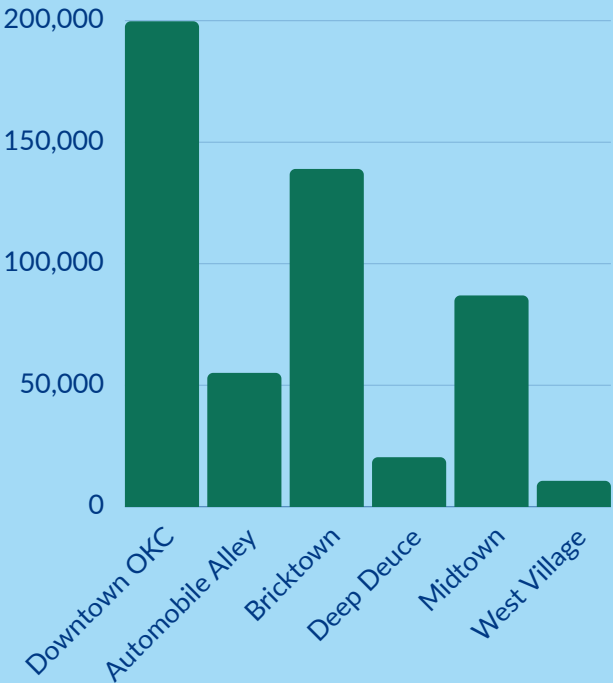
2023 - 2024 DATA

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



CONCERTS DOWNTOWN FAMILY-FRIENDLY ARTS AND CULTURE ATTRACTIONS

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

BY HARVE ALLEN / LIFESTYLE / DECEMBER 8, 2023



MOST POPULAR HOLIDAY EVENTS IN OKC: DOWNTOWN IN DECEMBER 2023

NOVEMBER 15, 2023

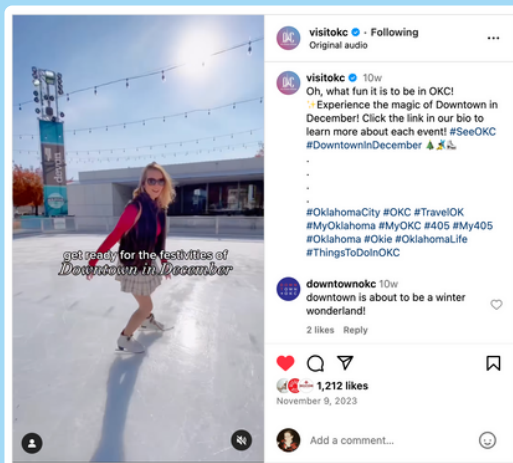
The most wonderful time of year has arrived! Downtown in December, presented by Devon Energy, a three-month-long period packed with...



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.



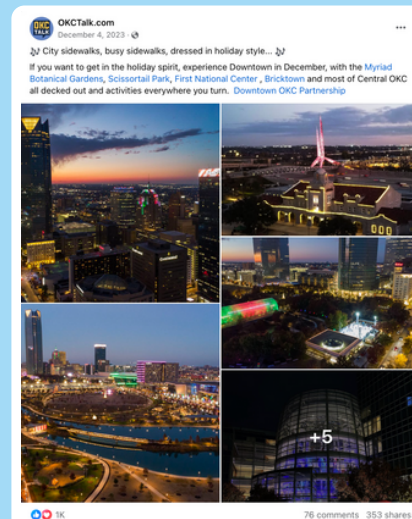
11/8/2023
№252: Downtown in December kicks off next week! 🎄



12/27/2023
№259: There's no town for NYE like downtown 🎉



11/22/2023
№254: 'Tis the season for holiday shopping 🛍️

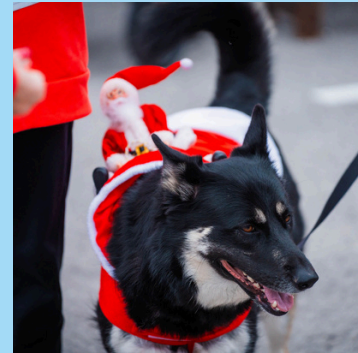


PAST SPONSORS

DOWNTOWN IN DECEMBER 2023- 2024 SEASON

Presented by **Devon Energy**

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



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 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 | 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** 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!

DOWNTOWN
→ OKC



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