

# West Coast Urban District Forum

May 4-6, 2016, Oakland



Downtown Oakland's story of transformation is being told by extraordinary artists, vibrant small businesses, community organizations, and the people who live and work in this area every day. The burgeoning arts and entertainment scene, in combination with the explosion of new night life and restaurants, is bringing new life to Oakland's downtown. Companies are moving their headquarters to Oakland, not just because of the affordable rent, but because of downtown Oakland's dynamic and vibrant cultural scene.

At this year's West Coast Urban District Forum, "The Art of Building Vibrant Communities," urban leaders will have an opportunity to learn and share strategies, build partnerships, and find inspiration for their downtowns. This event hosted by the Downtown Oakland and Lake Merritt-Uptown District Associations, California Downtown Association (CDA) and the International Downtown Association (IDA) will bring together champions for revitalizing the urban core. IDA is the premier association of professional urban place managers who are shaping and activating dynamic downtown districts.

Sponsorship of the West Coast Urban District Forum allows you access to an audience of leaders from Oakland, San Francisco, Sacramento, Berkeley, San Jose, Santa Cruz, Long Beach, Los Angeles, Santa Monica, San Diego, and other cities. Join us on May 4-6, 2016, and explore the heart of downtown Oakland.

## REASONS TO PARTICIPATE

- Network with key decision makers for downtown associations, tourism improvement districts, property-based business improvement districts, destination marketing associations and city leadership.
- Promote your products and services to 100+ downtown professionals – expand your business, strengthen your brand, and access a unique audience with buying power.
- Highlight your organization alongside CDA and IDA targeted content and this highly visible annual event and be recognized as a supporter of the urban core.

*delivered in partnership with*

FOR SPONSORSHIP OR QUESTIONS, CONTACT:  
**Andrew Jones**, Program Director c/o  
Uptown Downtown Community Benefit Districts  
510-238-1122 or [andrew@downtownoakland.org](mailto:andrew@downtownoakland.org)  
[www.downtownoakland.org](http://www.downtownoakland.org)





# SPONSORSHIP OPPORTUNITIES

<b>Forum Friend</b>  <b>\$1,000</b>	<b>Ambassador</b>  <b>\$2,000</b>	<b>District Advocate</b>  <b>\$5,000</b> (Limit Four)	<b>Reception Sponsor</b>  <b>\$7,500</b> (Limit One)	<b>Urban Champion</b>  <b>\$10,000</b> (Limit One)
<ul style="list-style-type: none"> <li>• Linked logo on CDA site</li> <li>• Podium recognition at conference</li> <li>• Recognition in program</li> <li>• Invitation to the WCUDF Opening Reception</li> </ul>	<ul style="list-style-type: none"> <li>• (1) WCUDF registration</li> <li>• Linked logo on CDA site &amp; IDA event page</li> <li>• Podium recognition at conference</li> <li>• Recognition in program</li> <li>• Highlighted in WCUDF e-blasts to industry list</li> <li>• Promotional insert in attendee gift bags</li> </ul>	<ul style="list-style-type: none"> <li>• (2) WCUDF registrations</li> <li>• Linked logo on CDA site &amp; IDA event page</li> <li>• Recognition on event signage and program</li> <li>• On-site table/booth</li> <li>• Highlighted in WCUDF e-blast</li> <li>• Promotional insert in attendee gift bags</li> <li>• Podium recognition at conference</li> <li>• Other custom opportunities</li> <li>• Breakout Room Host*</li> </ul>	<ul style="list-style-type: none"> <li>• (2) WCUDF registrations</li> <li>• Linked logo on CDA site &amp; IDA event page</li> <li>• Recognition on event signage and program</li> <li>• On-site table/booth</li> <li>• Highlighted in WCUDF e-blast</li> <li>• Promotional insert in attendee gift bags</li> <li>• Podium recognition at conference</li> <li>• Other custom opportunities</li> <li>• Breakout Room Host*</li> <li>• Opening Reception Host</li> </ul>	<ul style="list-style-type: none"> <li>• (4) UDF registrations</li> <li>• Linked logo on CDA site &amp; event page</li> <li>• On-site table/booth</li> <li>• Access to attendee contact list</li> <li>• Podium recognition at conference</li> <li>• Company description in WCUDF e-blast to industry list</li> <li>• Promotional insert in attendee bags</li> <li>• Recognition at ALL events</li> <li>• Logo on all on-site signage</li> <li>• Other custom opportunities</li> <li>• Program advertisement (specs TBD)</li> <li>• Breakout Room Host*</li> <li>• Keynote Lunch Host &amp; Introduction</li> </ul>

\*As a **Breakout Room Host**, your company will have exclusive naming rights of the breakout space, and you may set up any promotional materials in any manner you wish. You will be the official host by introducing sessions, welcoming speakers and guests, and generally tending to the needs of the session. If desired, you may provide snacks and amenities such as pens/notepads, etc. Each session room will hold 25-30 guests per breakout, with roughly 4-6 sessions per room.

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**2016 WEST COAST  
URBAN DISTRICT FORUM**

Sponsorship Opportunities  
May 4-6, 2016, Oakland, California

West Coast Urban District Forum  
May 4-6, 2016, Oakland



- URBAN CHAMPION: \$10,000+ CONTRIBUTION**
  - Pre-, post-, and on-site recognition as an Urban Champion level sponsor
  - Four (4) complimentary conference registrations
  - Linked logo on CDA site & IDA event page
  - Recognition on event signage and program
  - On-site table/booth
  - Podium recognition at conference
  - Company description in WCUDF e-blast to industry list
  - Company promotional insert in gift bags
  - Program advertisement (specs TBD)
  - Logo on all on-site signage
  - Recognition at ALL events
  - Breakout Room Host
  - Keynote Lunch Host and introduction
  - Access to attendee mailing list (includes name, title, org and mailing address)

- RECEPTION SPONSOR: \$7,500+ CONTRIBUTION**
  - Pre-, post-, and on-site recognition as a sponsor
  - Two (2) complimentary conference registrations
  - Linked logo on CDA site & IDA event page
  - Recognition on event signage and program
  - On-site table/booth
  - Podium recognition at conference
  - Highlighted in WCUDF e-blast
  - Company promotional insert in gift bags
  - Breakout Room Host
  - Opening Reception Host

- DISTRICT ADVOCATE: \$5,000+ CONTRIBUTION**
  - Pre-, post-, and on-site recognition as a District Advocate level sponsor
  - Two (2) complimentary conference registrations
  - Linked logo on CDA site & IDA event page
  - Recognition on event signage and program
  - On-site table/booth
  - Podium recognition at conference
  - Highlighted in WCUDF e-blast
  - Company promotional insert in gift bags
  - Breakout Room Host

- AMBASSADOR: \$2,000 CONTRIBUTION**
  - Pre-, post-, and on-site recognition as an Ambassador-level sponsor
  - One (1) complimentary conference registration
  - Linked logo on CDA site & IDA event page
  - Recognition in program
  - Podium recognition at conference
  - Highlighted in WCUDF e-blast
  - Company promotional insert in gift bags

- FORUM FRIEND: \$1,000 CONTRIBUTION**
  - Linked logo on CDA site
  - Recognition in program
  - Podium recognition at conference
  - One (1) invitation to Opening Reception

Contribution: \$ \_\_\_\_\_ (USD) *Payment must be submitted with application.*

Contact Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Check enclosed payable to IDA**    **Please charge my**    Visa    MasterCard    American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_ / \_\_ CVN: \_\_\_\_\_

Name (please print as it appears on card): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Please return signed agreement to:  
**Tracie Clemmer**, Director of Corporate Relations via:  
[tclemmer@ida-downtown.org](mailto:tclemmer@ida-downtown.org), fax 202-393-6869 or  
International Downtown Association  
1025 Thomas Jefferson Street NW, Suite 500W, Washington, DC 20007

