



INSPIRED LEADERS  
SHAPING CITIES

# 2017 College Town Summit Marketing Opportunities

MARCH 28-29, TEMPE, AZ

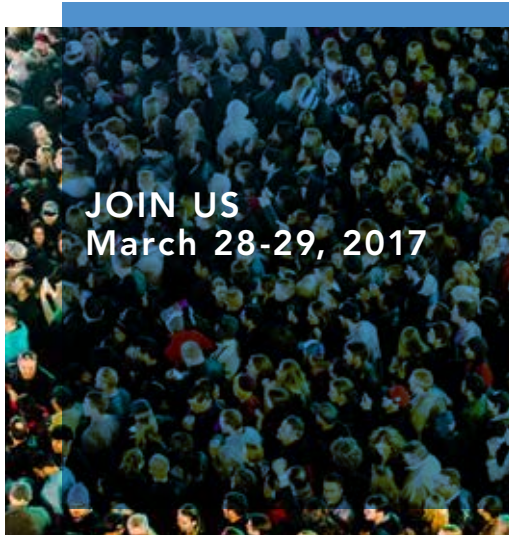




Downtown Tempe Authority and IDA are champions for the revitalization of your city. Join us in downtown Tempe as we host the IDA College Town Summit to share strategies, build partnerships, and find inspiration.

This inaugural summit will focus solely on the unique downtowns that host colleges and universities as the backdrop to their urban spaces. Those of us working in these exceptional places know that the balance of utilizing university assets is often tipped by the challenges of engaging university partners. The quantity of students also greatly impacts the surrounding community and the economic and business developments that are cultivated. We will explore topics such as *university partnerships, events and marketing, parking, public safety and the demands of students.*

Sponsorship of the IDA College Town Summit allows you access to an audience of urban leaders from around the country who want to learn how your product or service can work for them.



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## Reasons to Participate

- Promote your products and services to urban leaders working to improve the urban core.
- Expand your business, strengthen your brand, and gain access to IDA's unique audience of city movers and shakers looking to invest in their communities.
- Network with downtown decision makers including district management organizations and local government leaders.
- Highlight your company as an industry partner at this highly visible event and be promoted alongside Downtown Tempe Authority and IDA.



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### RECENT SPONSORS & EXHIBITORS

ABM  
ALLIEDUNIVERSAL  
AMERICAN EXPRESS OPEN  
BLOCK BY BLOCK  
CALE AMERICA INC.  
CORBIN DESIGN  
DERO BIKE RACKS

DOWNTOWN DECORATIONS, INC.  
DOWNTOWN DIVA  
EARTHPLANTER  
ECO-COUNTER  
EPONIC  
GEOCENTRIC  
GDI SERVICES INC.  
GOOGLE  
HITACHI DATA SYSTEMS

ICSC  
IKE SMART CITY  
KEYSTONE RIDGE DESIGNS, INC.  
KOVIDA  
JAMESTOWN, L.P.  
JCDECAUX  
LARISA ORTIZ ASSOCIATES  
MIG  
MOTIONLOFT

PROFESSIONAL SECURITY  
CONSULTANTS  
P.U.M.A.  
SPRINGBOARD RESEARCH, LTD.  
STANTEC URBAN PLACES GROUP  
STREETPLUS  
THE SIGNAGE FOUNDATION  
VICTOR STANLEY, INC.  
WELLS FARGO

## Urban Champion

\$8,000  
Investment

LIMIT ONE

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- Pre, post, and onsite recognition as a supporter
- 4 complimentary registrations
- Linked logo on IDA event page
- Logo recognition on event signage and program
- On-site table-top exhibit space
- Company description in e-blast to industry list
- Podium recognition at conference
- Company promotional insert or branded item in attendee gift bags
- One electronic offer for attendees to setup appointments with you onsite
- Recognition at all Summit events
- Program advertisement (specs TBD)
- Keynote Breakfast or Lunch host & brief remarks
- Registration confirmation e-mail promotion

## District Advocate

\$5,000  
Investment

LIMIT ONE

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- Pre, post, and onsite recognition as a supporter
- 3 complimentary registrations
- Linked logo on IDA event page
- Logo recognition on event signage and program
- On-site table-top exhibit space
- Company description in e-blast to industry list
- Podium recognition at conference
- Company promotional insert or branded item in attendee gift bags
- One electronic offer for attendees to setup appointments with you onsite
- Recognition at all Summit events
- Introduction and brief remarks on stage at closing

## Reception Sponsor

\$3,500  
Investment

LIMIT ONE

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Recognition as the Reception Sponsor  
2 complimentary registrations  
Logo alongside the reception included in the onsite program  
Table-top exhibit space during the reception  
Highlighted in e-blast to industry list  
Podium recognition at conference  
Company promotional insert or branded item in attendee gift bags  
Signage with recognition as the sole Opening Reception Host

## Ambassador

\$2,500  
Investment

LIMIT FIVE

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Pre, post, and onsite recognition as a supporter  
2 complimentary registrations  
Company name on IDA event page  
Podium recognition at conference  
Recognition on event signage and program  
Table-top exhibit space at break-out venue or registration  
Highlighted in e-blasts to industry list  
Company promotional insert in attendee gift bags  
Breakout Room Host

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 a session, welcoming speakers and guests, and generally tending to the needs of the session. If desired, you can provide snacks or amenities such as pens/ notepads, etc.



## Forum Friend

\$1,500

Investment

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Pre, post, and onsite recognition as a supporter

1 complimentary registration

Recognition in program

Highlighted in e-blasts to industry list

Recognition at welcome event



# IDA College Town Summit 2017 Sponsorship Opportunities

TEMPE, ARIZONA, MARCH 28-29, 2017



**INSPIRED LEADERS  
SHAPING CITIES**

## A. Select a Marketing Package

### Urban Champion

\$8,000+ Investment (*exclusive*)

### District Advocate

\$5,000+ Investment (*exclusive*)

### Reception Sponsor

\$3,500+ Investment (*exclusive*)

### Ambassador

\$2,500+ Investment (*limited to 5*)

### Forum Friend

\$1,500+ Investment

## B. Advertising

Please send me the Media Kit

Include my advertisement

## C. Contact Information

Full Name

Title

Company

Address

City

State/Province

Postal Code

Country

Telephone

E-mail Address

Company Website

## D. Payment Information

Submit payment with application (U.S. funds). Payable to: International Downtown Association.

TOTAL
\$

Check enclosed

Please charge my  Visa  MasterCard  AmEx in the amount of \$ \_\_\_\_\_.

Card Number

Exp. Date

CVN

Name (*please print as it appears on card*)

## E. Agreement & Payment Authorization

I/we abide by all requirements, restrictions and obligations and accept the Terms & Conditions as posted on the IDA website, [www.downtown.org](http://www.downtown.org). As benefits begin immediately, sponsorship cancellations are not permitted.

Exhibit space is secured when payment is received with priority to sponsors and the previous year's exhibitors. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages and claims.

Authorized Signature

Date

## F. Submit Signed Form & Payment

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Washington, DC 20006

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Questions: 202.798.5918