

# DOWNTOWN FORT WORTH, INC.

## *Sponsorship Opportunities*

DFWI hosts a series of events throughout the year that capture the essence of Downtown. These events are made possible with the support of our generous sponsors.

Partnering with DFWI gives your organization prominent exposure to Downtown business leaders, regional professionals, visitors, residents, government officials, and Downtown advocates.



# REACH

SOCIAL ENGAGEMENT AT A GLANCE

**68,000** INSTAGRAM FOLLOWERS

**116,000** FACEBOOK FOLLOWERS

**48,000** TWITTER FOLLOWERS

**6,000** LINKEDIN FOLLOWERS

DFWI Event sponsors take advantage of our social media and website reach!

# AUDIENCE

ATTENDANCE AT A GLANCE

**600** DFWI ANNUAL MEETING

**580** DFWI MAIN TABLE

**300+** MOVIE NIGHTS IN BURNETT PARK

**900** PRINTED ANNUAL REPORTS

**60,000** MONTHLY WEBSITE PAGE VIEWS

**998,000** MONTHLY SOCIAL IMPRESSIONS



# INTERACTIVE ART DISPLAY

POP! Gentilhomme

DFWI is working with QDS | Quartier Des Spectacles International to bring POP! to Texas. The Texas tour will include a six-week installation in Dallas and a four-week installation in Austin. The Fort Worth installation will be in October 2024.

## Presenting Sponsor \$30,000

- Logo placement on dfwi.org and in all marketing/PR efforts surrounding the event
- Logo placement on all event signage
- Recognition in all media outreach
- Recognition as opening reception sponsor

## Supporting Sponsors - \$10,000

- Logo placement on dfwi.org and in all marketing/PR efforts surrounding the event
- Logo placement on all event signage
- Recognition in all media outreach

**In 2018, DFWI hosted LOOP in Burnett Park. Media reach was 21.4 million during the 4-week display. Downtown's social reach was 499,000 during opening weekend of the exhibit.**

Loop October 2018



POP!



# DFWI ANNUAL MEETING

Tuesday, April 9, 2024 | 11:30 AM  
Omni Fort Worth Hotel

Every year, DFWI hosts its Annual Meeting and Trailblazer Awards. This special luncheon, business meeting, awards show, live entertainment, and development presentation shows guests exactly what Downtown is all about.



## Presenting Sponsors \$10,000

- Opportunity for a 30-second video/commercial (provided by sponsor), or a message from the podium
- Priority reserved seating for 20
- Includes all Platinum level benefits

## Platinum Sponsor \$7,500

- Invitation to pre-event dinner on April 8, 2024
- Recognition from the podium
- Logo placement on event program, event signage, event emails, and dfwi.org
- Opportunity to distribute promotional material to guests
- Logo placement in all marketing/PR efforts surrounding the event
- Priority reserved seating for 10

## Gold Sponsor \$5,000

- Logo placement on event program, event signage, event emails, and dfwi.org
- Recognition from the podium
- Acknowledgment in all marketing/PR efforts surrounding the event
- Priority reserved seating for 10

## Silver Sponsor \$2,500

- Name recognition on event program, event signage, event emails, and dfwi.org
- Recognition from the podium
- Acknowledgment in all marketing/PR efforts surrounding the event
- Priority reserved seating for 10



# DFWI ANNUAL REPORT

Downtown's progress in fulfilling the objectives of Downtown's Strategic Action Plan is reported in DFWI's Annual Report.

## Presenting Sponsor \$10,000

- Publication cover logo placement
- 900 Printed
- Online presence



## PRESENTING SPONSOR DOWNTOWN ACTIVATIONS

DFWI hires musicians and other performers for street, park, and strolling performances throughout the year.

## Presenting Sponsor \$10,000

- Logo placement in all marketing materials, social media, web, and any event-related correspondence
- Logo placement on signage



# DFWI'S MAIN TABLE

Sunday, September 15, 2024

Get ready for great food, fine wine, fun, and the ambiance of Downtown's Main Street at our 11th Main Table event.

You will enjoy a delicious steak dinner from one of Downtown's premier steak restaurants: Del Frisco's Double Eagle Steakhouse, Grace, Reata Restaurant, Ruth's Chris Steak House, or The Capital Grille.



## Main Reception Sponsor \$10,000

- Twelve (12) tickets to the restaurant of your choice
- Logo inclusion on all event related material
- Opportunity to distribute promotional material to Main Table guests (on table or in guest bags)
- Logo placement on dfwi.org and in all marketing/PR efforts surrounding the event

PREMIER CHEF SPONSOR (5) \$5,000

WINE & DESSERT SPONSORS (2) \$5,000

**SOLD**

## Sommelier Sponsor - \$2,500

- Six (6) event tickets with priority seating
- Opportunity to purchase six (6) additional tickets
- Logo recognition on advertising and event promotional pieces, including event menu, tickets, signage, and advertisements
- Logo recognition on dfwi.org and in all event-related communications
- Opportunity to distribute promotional material to Main Table guests in guest bags

## Maître D' Sponsor - \$1,500

- Four (4) event tickets with priority seating
- Opportunity to purchase four (4) additional tickets
- Name recognition on advertising and event promotional pieces, including event menu, tickets, and print advertisements
- Name recognition on dfwi.org and in all event-related communications
- Opportunity to distribute promotional material to Main Table guests in guest bags

\*Once your sponsorship is reserved, Becky Fetty will email you regarding your restaurant selections.



# MOVIE NIGHTS in Burnett Park

Grab your popcorn and picnic blankets and head Downtown for movie nights!  
Anticipated attendance of 350+ people per movie.  
Dates and movies TBD - Four movies in 2024.

## Presenting Sponsor - \$10,000

- Logo placement in all marketing materials and ads
- Logo in pre-movie slideshow
- Opportunity to have 10X10 space available for either activation or guest viewing during event
- Recognition before each movie
- Opportunity to display promotional items and products at each movie

## Gold Sponsors - \$4,000

- Logo recognition on event website on dfwi.org
- Opportunity to have 10X10 space available for either activation or guest viewing during event
- Logo recognition on event signage
- Social media and ad placement recognition for event
- Video or image slide opportunity to run on screen prior to movie(due Monday before movie)

## Silver Sponsors - \$2,000

- Logo recognition on event website on dfwi.org
- Social media recognition for event
- Image slide opportunity to run on screen prior to movie(due Monday before movie)



## POP! INTERACTIVE ART 4-WEEK DISPLAY

- Presenting Sponsor - \$30,000
- Supporting Sponsors - \$10,000

## DFWI ANNUAL MEETING

- Presenting Sponsor - \$10,000
- Platinum Sponsor - \$7,500
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500

## DFWI'S MAIN TABLE ('24)

- Main Reception Sponsor \$10,000
- Sommelier Sponsor \$2,500
- Sommelier Sponsor \$2,500
- Maitre D' Sponsor \$1,500

## DFWI ANNUAL REPORT

- Presenting Sponsor - \$10,000

## MOVIE NIGHTS - 2024

- Presenting Sponsor \$10,000
- Gold Sponsor \$4,000
- Silver Sponsor - \$2,000

## DOWNTOWN ACTIVATIONS

- Presenting Sponsor - \$10,000

## SIGNATURE EVENTS

For MAIN ST. Fort Worth Arts Festival and GM Financial Parade of Lights sponsorship opportunities, contact Jay Downie, Jay@dfwi.org.

Name:

Company Name:

Email Address:

Please invoice: Yes / No

Total:

Credit Card Number:

Exp. Date:          CSV:

Contact: Becky Fetty | beckyf@dfwi.org  
817-789-3410