



Downtown Denver Partnership

City Scout

# INDIANAPOLIS CULTURAL TRAIL

April 12 - 14, 2023

## PROGRAM CONTACTS:

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## 2023 SPONSORSHIP OPPORTUNITIES

### ABOUT | CITY SCOUT

The Downtown Denver Partnership's inaugural City Scout program will bring approximately sixty Downtown Denver decision makers, project managers, and community stakeholders to the Indianapolis Cultural Trail to experience a multimodal trail in a downtown environment to support the important advancement of the 5280 Trail in Denver.

DDP aspires to grow the City Scout program by visiting various destinations with visionary projects to assist in our work to implement activations in the public realm in Downtown Denver. This trip will focus on opportunities to build momentum and move forward a specific project while Urban Exploration will continue to focus on a variety of city building topics.

### ATTENDEE PROFILE

Participants will be a diverse mix of industries and professional levels, with a goal of bringing visionaries, doers, and decision-makers together aimed to propel a project forward in Denver. DDP anticipates roughly equal participation from public and private stakeholders, with at least:

- 25% City Leaders (e.g. leadership + project managers from DOTI, DPR, CPD; City Council; etc.)
- 10% Trailblazers & Community Members
- 10% Potential Funders and Foundations
- 10% 5280 Trail Leadership (5280 Trail Executive Committee; DDP Board; DCV Board; etc.)

The remaining 45% of attendees will be comprised of a mix of public, private, and nonprofit stakeholders who are specifically involved in major decisions and advancement efforts regarding future implementation of the 5280 Trail.

### ABOUT | 5280 TRAIL INITIATIVE:

The 5280 Trail will be a new, distinctly Denver amenity that will connect many vibrant and diverse city center neighborhoods through the great urban outdoors, creating a powerful sense of place. Prioritizing people, health, culture, and nature, this effort builds on the visionary ideas and goals identified in numerous city and neighborhood plans to reimagine and repurpose our shared public spaces, linking neighborhoods and connecting people.

### ABOUT | INDIANAPOLIS CULTURAL TRAIL:

The Indianapolis Cultural Trail is an 8-mile world class urban bike and pedestrian path in downtown Indianapolis, Indiana. Seamlessly connecting neighborhoods, cultural districts and entertainment amenities, the Indianapolis Cultural Trail also serves as the downtown hub for central Indiana's vast greenway system. The Indianapolis Cultural Trail is managed by a nonprofit – Indianapolis Cultural Trail Inc (ICT Inc). ICT Inc works to thoughtfully manage, maintain, grow, and improve all aspects of the Trail to ensure it continues to exist as a world-class public space for residents and visitors of Indianapolis.

### SCHEDULE:

The City Scout program will include a trip to Indianapolis April 12 – 14, 2023 with charrettes, workshops, and plenary sessions involving subject matter experts, stakeholders, and visionaries who helped to bring the Indianapolis Cultural Trail to fruition. Three program tracks will focus content and outcome-based recommendations during the trip: Design + Maintenance, Equitable Funding Strategies, and Community Activation + Economic Impact. The draft schedule also includes a ride of the Cultural Trail, small group dinners, and a visit to Midtown Plaza in nearby Carmel, Indiana to see examples of both mobility and placemaking-focused linear parks.

Additionally, City Scout programming will continue in Denver in summer 2023 with a large community event to celebrate the 5280 Trail and highlight lessons learned as well as recommended actions from the City Scout program.



## ALL PROGRAM SPONSOR LEVELS RECEIVE THE FOLLOWING BENEFITS:

- Company logo placement on all marketing materials promoting City Scout programming.
  - This includes but is not limited to: Downtown Denver Partnership City Scout Program emails, and official Program website, presentations in advance of, during and post trip as it pertains to City Scout

### **PRESENTING SPONSOR - \$15,000**

ONE AVAILABLE

- Named Host of mandatory Program Participant Group Dinner (*to be planned by Partnership staff*).
- Guaranteed spot on the trip for at least one (1) participant.
  - Waive participant fee (includes lodging) for one participant (*value of \$2,000*).
- Brief speaking opportunity at City Scout Closing Session.
- Brief speaking opportunity at Denver Community Event in Summer 2023.
  - *City Scout programming will continue in Denver in summer 2023 with a community engagement event to celebrate the 5280 Trail and highlight lessons learned as well as recommend actions from 2023 City Scout learnings*
- Recognition in a dedicated social media post prior to departure to Indianapolis.
- 1st position placement of sponsor logo on all program materials.
- Logo placement on Hospitality Bags for all participants.
- Opportunity to be featured in post-trip blogpost on Partnership website.
- First right of refusal as Presenting Sponsor for City Scout 2024 Program.

### **HOST SPONSOR - \$9,000**

ONE REMAINING

- One of only two (2) companies at the Host Sponsor Level.
- Guaranteed spot on the trip for at least one participant.
  - Program fee **not** included.
- Recognition in Sponsor Thank you text message to all program participants at the conclusion of Program.
- Brief speaking opportunity at one (1) Plenary Session.
- 2<sup>nd</sup> position placement of sponsor logo on all program materials - *except for Hospitality Bag*.
- First right of refusal as a Host Sponsor for City Scout 2024 Program.

### **SUPPORTING SPONSOR - \$6,000**

FIVE REMAINING

- Guaranteed spot on the trip for at least one participant.
  - Program fee **not** included.
- 3<sup>rd</sup> position placement of sponsor logo on all program materials - *except for Hospitality Bag*.
- First right of refusal as Supporting Sponsor for City Scout 2024 Program.

### **SCHOLARSHIP SPONSOR - \$2,000**

- Opportunity to sponsor a community member to attend the trip.
  - *This is in support of ensuring we are able to accommodate an inclusive applicant population by lowering the barrier to participate.*
- 4<sup>th</sup> position placement of sponsor logo on all program materials - *except for Hospitality Bag*.
- First right of refusal as Scholarship Sponsor for City Scout 2024 Program.