



Downtown Denver Partnership
City Scout

2024 City Scout | Calgary, Alberta

April 29 – May 1

SPONSORSHIP OPPORTUNITIES



Downtown Denver Partnership

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2024 SPONSORSHIP PACKAGE

ABOUT | CITY SCOUT

The Downtown Denver Partnership's City Scout Program brings Downtown Denver stakeholders to another city to conduct a deep-dive on a project or initiative that is highly relevant to a specific project we are advancing in Downtown Denver. This destination-based program aims to create opportunities for high-impact learning, peer-to-peer connection, and concrete takeaways that build momentum and advance our work in a specific project area related to downtown. More than just a program, City Scout is an unparalleled opportunity to be at the forefront of urban development in Denver and influence tangible projects that will shape the future of Downtown Denver for generations to come.

ABOUT | CALGARY: REDUCING VACANCY, INCREASING VIBRANCY

Our 2024 destination is Calgary—a city ahead of its time in its pioneering approach to reducing office vacancies and increasing vibrancy downtown. Calgary first experienced widespread office vacancy in 2014 when oil prices crashed, and office workers did not return. As a result, Calgary has had a head start in addressing their vacancy crisis, offering Denverites a glimpse into the future as we stand at the cusp of a transformative period for Downtown Denver. We go to Calgary to learn about their progress to-date in implementing their office conversion incentive program and making bold investments in downtown neighborhoods.

The Downtown Denver Partnership's City Scout Program will bring approximately 60 Downtown Denver decision makers, project managers, and community stakeholders to Calgary to identify near-term actions and practical solutions that we can bring back to Denver to shape the forthcoming 2024 Downtown Area Plan update and Denver's own office conversion strategy.

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 forward our Downtown Area Plan update and office conversion incentive program in Denver. DDP anticipates roughly equal participation from public and private stakeholders, with at least:

- ~ 25% City Leaders (e.g. leadership + project managers from City Departments and elected offices)
- ~ 25% ULI Colorado Members
- ~ 10% DDP Board and Committee Members, including the Adaptive Reuse Task Force

The remaining attendees will be comprised of a mix of public, private, and nonprofit stakeholders who are specifically involved in major decisions around the 2024 Downtown Area Plan update and/or direct implementation of downtown Denver's adaptive reuse program.

PROGRAM SCHEDULE

We will gather in Calgary for two and a half (2.5) days at the end of April and beginning of May. For full program details including schedule, please visit www.denvercityscout.com.



ALL PROGRAM SPONSOR LEVELS RECEIVE THE FOLLOWING BENEFITS:

- Company logo placement on all marketing materials promoting City Scout programming.
 - This includes but it not limited to: Downtown Denver Partnership and ULI Colorado City Scout Program-related emails, official Program website, and presentations in advance of, during and post trip as it pertains to City Scout.
- Verbal recognition onsite at beginning (kickoff event) and conclusion of program (recommendations workshop)

TITLE SPONSOR - \$15,000

ONE AVAILABLE

Premier Brand Visibility, Named Host of Welcome Reception and Small Group Dinner

- Named Host of Welcome Reception in Calgary (*to be planned and executed by Partnership staff*).
 - This includes a brief speaking opportunity at Welcome Reception.
- Guaranteed spot on the trip for one (1) participant.
 - Waive participant fee (includes lodging) for one participant (*value of \$3,000*).
- Named Host of small group dinner of ~12 participants and local guests during the trip (dinner costs covered by sponsorship fee).
 - Title Sponsor can provide names of participants they would like to host based on participant list
- Recognition in program app message to all program participants.
- 1st position placement of sponsor logo on all program materials, except for Hospitality items.
- Opportunity to provide branded favor to program participants at sponsored event or in Hospitality Bag.
- First right of refusal for Title Sponsorship in 2025.

HOST SPONSOR - \$9,000

TWO AVAILABLE

Plenary Session Host

- One of only two companies at the Host Sponsor Level.
- Guaranteed spot on the trip for one (1) participant.
 - Waive participant fee (includes lodging) for one participant (*value of \$3,000*).
- Named Host and of one (1) Plenary Session to be planned and executed by Partnership staff.
 - This includes a brief speaking opportunity at named plenary session.
- Recognition in program app message to all program participants.
- 2nd position placement of sponsor logo on all program materials - *except for Hospitality Bag*.
- Opportunity to provide branded favor to program participants in Hospitality Bag.
- First right of refusal as a Host Sponsor for City Scout 2025 Program.

SUPPORTING SPONSOR - \$7,500

THREE REMAINING

Small Group Dinner Host

- One of only three companies at the Supporting Sponsor Level.
- Guaranteed spot on the trip for one (1) participant.
 - Waive participant fee (includes lodging) for one participant (*value of \$3,000*).
- Named Host of small group dinner of ~12 participants and local guests during the trip (dinner costs covered by sponsorship fee).
 - Supporting Sponsor can provide names of participants they would like to host based on participant list
- Brief speaking opportunity at small group dinner.
- 3rd position placement of sponsor logo on all program materials - *except for Hospitality Bag*.
- Opportunity to provide branded favor to program participants in Hospitality Bag.
- First right of refusal as Supporting Sponsor for City Scout 2025 Program.

HOSPITALITY SPONSOR - \$4,000

TWO AVAILABLE

Program App, Hospitality Bag, Lanyard (Choose One)

- Logo tied to one aspect of hospitality items or experiences on the trip (see above).
- Guaranteed spot on the trip for one participant (*program fees are **NOT INCLUDED** at this level*).
- 4th placement of sponsor logo on all program materials, and exclusive placement on sponsored item or experience.
- Opportunity to provide branded favor to program participants at sponsored event or in Hospitality Bag.
- First right of refusal as Scholarship Sponsor for City Scout 2025 Program.

COMMUNITY PARTNER - \$2,500

Scholarship Donation

- Covers program fee and associated administrative costs for one community member who requires financial aid.
- Tax deductible donation.