



DOWNTOWN DENVER
Awards

DOWNTOWN DENVER AWARDS

Colorado Convention Center

APRIL 25, 2024

downtowndenverawards.com



For six decades, the Downtown Denver Awards has stood as a testament to the tireless efforts of those who transform our beloved city. This iconic event is not just a recognition of excellence; it's a testament to the incredible work of projects, organizations, and entities that are reshaping our community, making it a place where people from all walks of life yearn to live, work, and play.

Our approach to the Downtown Denver Awards is as diverse as our winners. We heed the challenge of bringing a new and exciting event to our community where we collectively celebrate the city building work of our peers.

With a rich history and an exciting future, the Downtown Denver Awards in 2024 promises to be a night of inspiration, innovation, and celebration, uniting us all in our collective journey to build a better city for everyone. Join us for a social soirée of city-building achievements.

The Downtown Denver Awards is an evening of celebration and recognition of the visionary city building work of our peers, while collectively striving to build a place for the benefit of all.

EVENT DETAILS:

Date: Thursday, April 25, 2024

Time: 6:00 pm – 9:00 pm

Location: Colorado Convention Center – Terrace Level

Dress: Cocktail attire

Becoming a sponsor for this exceptional and beloved event offers a comprehensive array of customizable benefits. Sponsors will not only receive complimentary tickets but will also gain exclusive access to an invitation only Preview Reception at Premier Sponsor, Polsinelli's office.

Furthermore, sponsors can expect prominent recognition and increased visibility for their company on event marketing and promotional materials. The extent of these promotional opportunities will be tailored to the specific sponsorship level chosen. By aligning your brand with one of Downtown Denver's most prestigious and long-standing events, you're not just supporting the community; you're positioning your company at the forefront of our vibrant city's most celebrated moments.



ALL DOWNTOWN DENVER AWARDS SPONSORS RECEIVE THE FOLLOWING BENEFITS:

MARKETING & PROMOTION

- Logo Recognition on Downtown Denver Awards Sponsor Footer
 - *Footer attached to each email pertaining to event*
- Logo recognition on Awards Jury Preview Reception slideshow (April 10, 2024, at Polsinelli offices)
 - *Guests include Awards Jury, Awards Finalists, 2024 Downtown Denver Awards Sponsors, Downtown Denver Partnership leadership and key stakeholders*
- Logo recognition on Downtown Denver Awards event website (www.downtowndenverawards.com)

EVENT RECOGNITION

- Logo recognition on digital signage at 2024 Downtown Denver Awards live event
- Logo recognition on Downtown Denver Awards Event sponsor slide show loop
- Verbal Recognition on stage during program

HOSPITALITY & ENGAGEMENT

- Opportunity to invite guests to Downtown Denver Awards Preview Reception (Wednesday, April 10, 2024)
- Branded table for 10 at the Downtown Denver Awards (Thursday, April 25, 2024)
 - *This includes 10 tickets to the event (\$2,990 value).*

PREMIER SPONSOR - SOLD

Unique Opportunities

- Industry exclusivity up to the Awards Presenter Level
- Opportunity to have a Company Representative participate on the Downtown Denver Awards Jury
- Opportunity to participate in menu selection for Downtown Denver Awards
- Opportunity to have official event invitations at office location for distribution as desired
- Logo in 1st position on event marketing and promotional materials
 - *Including but not limited to event emails, primary and secondary promotional graphics on all DDP emails, IKE system, purchased ads, social media posts, etc.*
- Opportunity to host special Downtown Denver Awards Preview Reception; special guests invited to event include Downtown Denver Award Finalists, Downtown Denver Awards Jury, Downtown Denver Awards Event Sponsors, and key Downtown Denver Partnership leadership stakeholders
- Opportunity for Company Representative to make Welcome Remarks (2-3 minutes) on stage during Downtown Denver Awards stage program
- Twenty (20) tickets to Downtown Denver Awards



VIDEO SPONSOR – SOLD

Unique Opportunities

- Industry exclusivity up to the Awards Presenter Level
- Opportunity to have a Company Representative participate on the Downtown Denver Awards Jury
- Logo in 2nd position on event marketing and promotional materials
 - *Including but not limited to event emails, primary and secondary promotional graphics on all DDP emails, IKE system, purchased ads, social media posts, etc.*
- Opportunity to show a branded video at Downtown Denver Awards Preview Reception for Downtown Denver Award Winners, Downtown Denver Awards Jury, Downtown Denver Awards Event Sponsors, and key Downtown Denver Partnership leadership stakeholders
- Opportunity for Company Representative to make remarks at Awards Preview Reception and introduce each Award Winner video and explain the filming process involved with telling their story
- Twenty (20) tickets to Downtown Denver Awards



AWARDS JURY SPONSOR - SOLD

Unique Opportunities

- Industry exclusivity up to the Awards Presenter Level
- Recognition on all communication/documentation associated with Awards Jury process (*including but not limited to meeting agendas, calendar invitations, etc.*)
- Opportunity to have a Company Representative participate on the Awards Jury
- Opportunity for company representative to make Welcome Remarks (3-5 minutes) at Awards Jury Welcome Reception
- Opportunity for company recognition (logo) on special electronic communication sent to all Partnership members introducing the Awards Jury Members
- Recognition as Sponsor of Awards Jury Welcome Reception and Awards Jury Tour Day
- Logo in 3rd position on select Downtown Denver Awards promotional materials
- Opportunity for Company Representative to make brief remarks (3-5 minutes) at the Awards Preview Reception hosted at Premier Sponsor location
- Opportunity for Company Representative to be on stage when Awards Jury Members are announced and introduced at the Downtown Denver Awards
- Ten (10) tickets to Downtown Denver Awards



CELEBRATION SPONSOR - \$10,000

FIVE opportunities

Presenting Sponsor of a Unique On-Site Experience

- Logo in 4th position on select Downtown Denver Awards promotional materials and on Downtown Denver Awards Sponsor page (www.downtowndenverawards.com)
- Select from one of the following:
 - Host of Cocktail Reception before seated dinner – *ONE AVAILABLE*
 - Opportunity for Company Representative to present physical Award to Downtown Denver Award Winner(s) – *THREE AVAILABLE*
 - Includes photo opp with winner(s)
 - Host of Awards After Party following seated dinner – *ONE AVAILABLE*
- Ten (10) tickets to Downtown Denver Awards with logo recognition at table
- All Marketing & Promotion, Event Recognition, and Hospitality benefits listed on page 3

SUPPORTING SPONSOR - \$8,000

SIX opportunities

Branded Event Element or Activation

- Logo in 5th position on select Downtown Denver Awards event digital assets and promotional materials and on Downtown Denver Awards Sponsor page (www.downtowndenverawards.com)
- Company recognition on unique experiential and or service element (to be mutually decided upon)
 - For example: champagne tower, photo booth component, live service element, entertainment, specialty cocktail, guest activation, décor element, etc.
- Ten (10) tickets to Downtown Denver Awards with logo recognition at table
- All Marketing & Promotion, Event Recognition, and Hospitality benefits listed on page 3

TABLE SPONSOR - \$5,000

TEN opportunities

Host of Branded Sponsor Table

- Logo in 6th position on select Downtown Denver Awards event promotional materials and on Downtown Denver Awards Sponsor page (www.downtowndenverawards.com)
- Ten (10) tickets to Downtown Denver Awards with logo recognition at table
- All Marketing & Promotion, Event Recognition, and Hospitality benefits listed on page 3