

IN THE GAME

Loveland | APRIL 11-14, 2023



SPONSORSHIP OPPORTUNITIES

IN THE GAME

Presented by Downtown Colorado, Inc.

DCI's Vibrant Downtowns Event, IN THE GAME, is a three-day interactive educational experience for rural downtown champions. The conference focuses on harnessing national, state, and local resources to expand the way our downtown champions think about attracting tourists, engaging locals, and provide real problem-solving opportunities to help overcome challenges. Just as downtowns are much more than simply a tourist stop, IN THE GAME is much more than a conference.

- **CONFERENCE HIGHLIGHTS** // IN THE GAME'S structure is uniquely choreographed to establish a dialogue, network, and solution-oriented approach to challenges. IN THE GAME platforms will keep you talking and learning together!
- **GOVERNOR'S AWARDS FOR DOWNTOWN EXCELLENCE** // Downtown Colorado, Inc. is honored to celebrate a series of projects nominated by our members in several categories such as Best Adaptive Reuse or Rehabilitation; Best Event, Festival or Recurring Activity; New Addition to Downtown; Use of Public Space; and the Vicki Mattox Downtowner of the Year for Innovation.
- **DOWNTOWN CHALLENGE SUMMIT** // Downtown Colorado, Inc. takes the lead in presenting community projects to identify and pursue innovative financing and partnerships to enable concepts and ideas to break through.
- **KEYNOTES & COLORADO BRIEFS** // Dive into interest areas and inspire participants with short talks highlighting innovative work by Colorado leaders who share their stories and their passion.
- **SPONSORED DINE AROUND LUNCHEES & TOURS** // Showcase exciting restaurants and project concepts and dive into meaningful, informal discussion. Tours may include breweries, public arts, hotel redevelopment projects, etc.

IN THE GAME

By The Numbers

STATISTICS

- ~300 Attendees from across the Colorado
- 14 Dine Around Lunch and Learn Sessions
- 10 Local and Regional Tours
- 8 Colorado Brief Lightning Presentations
- 5 Colorado Challenge Program Communities



42% RURAL
23% SUBURBAN
35% URBAN

RECENT KEYNOTES

- Ilana Preuss, ReCast City
- Vanessa German, Poet Performer
- Vince Kadlubek, Meow Wolf Founder
- Chuck Mahron, Strong Towns
- Joe Minicozzi, Urban Three
- Dwinita Mosby Tyler of The Equity Project
- Eric Kornacki, Re:Vision
- Michelle Kobayashi, National Research Center
- Scott Wasserman, Bell Policy Institute.

DIGITAL REACH

- Email reach ~6,000: E-newsletters, Event E-blasts
- Facebook reach ~1,500: Tagging in event promotions, Averaging 2-3/week January-April
- Twitter reach ~7,500: Tagging in event highlights, Average 2-3 posts/day during event
- Linked In ~1,000: Tagging in event promotions, Averaging 2-3 posts/week January-April
- Website includes event related pages and blog posts highlighting all speakers, sponsors, and partners in the event with posts, linked to social media, videos, and story telling.

SPONSORSHIP PACKAGES

IN THE GAME

TITLE SPONSOR

\$10,000

One (1) Available

10 Registrations

10 Awards Tickets

DINE AROUND

LUNCH SPONSOR

\$3,500

Up to 20 Available

2 Registrations

2 Awards Tickets

COLORADO CHALLENGE

PROGRAM SPONSOR

\$7,500

Seven (7) Available

7 Registrations

7 Awards Tickets

EXPLORER

TOUR CURATOR

\$2,000*

Up to 10 Available

2 Registrations

2 Awards Tickets

DOWNTOWN EXCELLENCE

AWARDS SPONSOR

\$5,000

Seven (7) Available

4 Registrations

8 Awards Tickets

GENERAL

EXHIBIT SPONSOR

\$1,000

Up to 20 Available

1 Registration

	GENERAL	EXPLORER	DINE AROUND	DOWNTOWN EXCELLENCE	COLORADO CHALLENGE	IN THE GAME
Sponsor Amount	\$1,000	\$2,000*	\$3,500	\$5,000	\$7,500	\$10,000
VIP Conference Registrations**	1	2	2	4	7	10
Governor's Awards Tickets**	1	2	2	8	7	10
Priority Access						
Introduce a Keynote Speaker / Session						X
Introduce a Category at Governor's Awards						X
Private Table at Governor's Awards				X	X	X
Host a Lunch Workshop / Present Topic			X	X	X	X
VIP Access to Conference Events, and Receptions	X	X	X	X	X	X
Event Curation						
Invitation to IN THE GAME Planning Committee					X	X
Craft / Lead Dine-Around Lunch Session			X	X	X	X
Craft / Lead Tour Experience		X		X	X	X
Invite to Governor's Awards Selection Committee		X	X	X	X	X
Exhibitor Table in Exhibitor's Gallery	X	X	X	X	X	X
Recognition + Marketing Benefits						
On-Site Collateral Throughout Event						X
Acknowledgement at Presenting Sponsor						X
Challenge Community Event Recognition (1) yr					X	X
Branded 350 Word Blog Post Promoting Lunch			X	X	X	X
Higher Tier Logo Placement in Materials		X	X	X	X	X
Verbal Acknowledgement at Conference		X	X	X	X	X
Logo in Sponsorship in all Conference Materials	X	X	X	X	X	X
Year-Round DCI Benefits						
Recognition at all Challenge Community Events					X	X
Co-Host (1) DCI Event During Calendar Year		X	X	X	X	X
URA -level Membership to DCI (1 year)		X	X	X	X	X
Organization -level Membership to DCI (1 year)	X					
DCI Referral Services for 1 Year	X	X	X	X	X	X
Logo on DCI Website for 1 Year	X	X	X	X	X	X
Referral Link from DCI Website for 1 Year	X	X	X	X	X	X

*Addt. expenses for out-of-town tours not included.

**Registrations and Award Tickets unclaimed by Mar. 15, 2023 will be made available as scholarship or community gifts on your behalf.

IN THE GAME

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**TITLE
SPONSOR**

\$10,000

PRIORITY ACCESS

VIP access to all conference events, including Opening Reception and Governor's Award.
Ten (10) Conference registrations & Governor's Awards tickets
Introduce and present one category at the Governor's Awards for Downtown Excellence event.
Option to give a short talk at one evening reception (or to introduce one Keynote speaker during the event).

RECOGNITION + MARKETING

Inclusion of logo and acknowledgment as Title Sponsor in public-facing communications leading to and during event:

- Save the Date communications and Event Brochures
- Onsite Event Collateral: Programs, Session Agendas, Signage (e.g. banners, posters)

Verbal acknowledgment at all conference events including Challenge Studio Sessions, Opening Reception, and Governor's Award Reception.
Inclusion of Presenting Sponsor logo and acknowledgement on Post-Conference Report.

EVENT CURATION + LEADERSHIP

Opportunity to lead a mobile tour or dine around.
Option to co-host a Challenge Studio Workshop.
Exhibitor table available at conference venue for run of conference (confirmation by March 15, 2023).
Option to serve on the IN THE GAME Committee.

YEAR ROUND

One (1) year of DCI URA-level membership.
Organizational logo on DCI website for one (1) year.
Name and logo as sponsor / co-host on a DCI educational event of your choice during the calendar year.
DCI referral services to build awareness with our membership.

COLORADO CHALLENGE

COLORADO CHALLENGE

PROGRAM SPONSOR

\$7,500

PRIORITY ACCESS

VIP access to all conference events, including Opening Reception and Governor's Awards.
Seven (7) Conference registrations & Governor's Awards tickets (includes full conference pass to all events).
Private table and seating at Governor's Awards for Downtown Excellence.

RECOGNITION + MARKETING

Inclusion of logo and acknowledgment as Colorado Challenge Sponsor in all public-facing communications leading up to and during event:

- Save the Date communications & Event Brochures
- Onsite Event Collateral: Programs, Signage (e.g. banners, posters)

Verbal acknowledgment at all conference events including Opening Reception, and Governor's Award Reception.
Inclusion of Sponsor logo and acknowledgement on Post-Conference Report.

EVENT CURATION + LEADERSHIP

Opportunity to craft and lead a mobile tour or dine around.
Exhibitor table available at conference venue for run of conference (cut off date for exhibitor (confirmation by March 15, 2023)).
Option to serve on the IN THE GAME Planning Committee.

YEAR ROUND

One (1) year of DCI URA-level membership.
Organizational logo on DCI website for one (1) year.
Name recognition at Challenge community events for twelve (12) months.
DCI referral services to build awareness with our membership.

DOWNTOWN EXCELLENCE

DOWNTOWN EXCELLENCE

AWARDS SPONSOR

\$5,000

PRIORITY ACCESS

VIP access to all conference events, including Opening Reception and Governor's Awards.
Private table and seating at Governor's Awards for Downtown Excellence.
Four (4) registrations & eight (8) Governor's Award tickets

RECOGNITION + MARKETING

Inclusion of logo and acknowledgment as Sponsor in all public-facing communications leading up to & during event:

- Save the Date communications & Event Brochures
- Onsite Event Collateral: Programs, Signage (e.g. banners, posters)

Verbal acknowledgment at all conference events including Opening Reception, and Governor's Award Reception.
Inclusion of Sponsor logo and acknowledgement on Post-Conference Report.

EVENT CURATION + LEADERSHIP

Opportunity to craft and lead a mobile tour or dine around.
Exhibitor table available at conference venue for run of conference (confirmation by March 15, 2023).
Option to serve on the Governor's Award for Downtown Excellence selection Committee.

YEAR ROUND

One (1) year of DCI URA-level membership, including up to ten (10) individual members per organization.
Organizational logo on DCI website for one (1) year.
Name and logo as sponsor / co-host on a DCI educational event of your choice during the calendar year.
DCI referral services to build awareness with our membership.

DINE AROUND

DINE AROUND LUNCH SPONSOR

\$3,500

PRIORITY ACCESS

VIP access to all conference events, including Opening Reception and Governor's Awards.
Two (2) Conference registrations & Governor's Awards tickets
Opportunity to craft content and facilitate a discussion around a case study, relevant project, etc. Note topics do not include direct advertising of sponsor services.

RECOGNITION + MARKETING

Acknowledgment as "Dine Around Lunch". Sponsor in all public-facing communications leading up to & during event.
Inclusion of logo and acknowledgment as Sponsor in all public-facing communications leading up to & during event:

- Save the Date communications and Event Brochures
- Onsite Event Programs

Inclusion of Sponsor logo and acknowledgement on Post-Conference Report.
Option to develop a 350-500 word branded blog post to promote the topic or services discussed in the lunch.

EVENT CURATION + LEADERSHIP

Opportunity to craft and lead a dine around.
Exhibitor table available at conference venue for run of conference (confirmation by March 15, 2023).
Option to serve on the Governor's Award for Downtown Excellence selection Committee.

YEAR ROUND

One (1) year of DCI URA-level membership, including up to ten (10) individual members per organization.
Organizational logo on DCI website for one (1) year.
Name and logo as sponsor / co-host on a DCI educational event of your choice during the calendar year.
DCI referral services to build awareness with our membership.

EXPLORER

EXPLORER TOUR SPONSOR \$2,000*

PRIORITY ACCESS

VIP access to all conference events including Opening Reception and Governor's Awards.
Two (2) Conference registrations and tickets to Awards.
Host a specific local tour, **note that sponsors are responsible for helping shape the content and pay for expenses incurred outside of Loveland (included busses, if needed).**
Option to develop a 350-500 word branded blog post.
Acknowledgment as "IN THE GAME Tour" Sponsor in all public-facing communications leading up to & during event.

RECOGNITION + MARKETING

Inclusion of logo and acknowledgment as Sponsor in all public-facing communications leading up to & during event:

- Save the Date communications and Event Brochures
- Onsite Event Collateral: Programs, Signage (e.g. banners, posters)

Verbal acknowledgment at all conference events including Opening Reception, and Governor's Award Reception.
Inclusion of Sponsor logo and acknowledgement on Post-Conference Report.

EVENT CURATION + LEADERSHIP

Opportunity to craft and lead a mobile tour.
Exhibitor table available at conference venue for run of conference (confirmation by March 15, 2023).
Option to serve on the Governor's Award for Downtown Excellence selection Committee.

YEAR ROUND

One (1) year of DCI URA-level membership, including up to ten (10) individual members per organization.
Organizational logo on DCI website for one (1) year.
Name and logo as sponsor / co-host on a DCI educational event of your choice during the calendar year.
DCI referral services to build awareness with our membership.

*Expenses for tours including buses, lunch, drinks, etc. will be the responsibility of the sponsor.

GENERAL

GENERAL EXHIBIT SPONSOR

\$1,000

PRIORITY ACCESS

VIP access to all conference events, including Opening Reception and Governor's Award.
One (1) Conference registration and ticket to Governor's Awards event.

RECOGNITION + MARKETING

Inclusion of logo and acknowledgment as General Sponsor in all public-facing communications leading up to and during the event, including:

- Save the Date communications and Event Brochures
- Onsite Event Programs

Inclusion of Sponsor logo and acknowledgement on Post-Conference Report.

EVENT CURATION + LEADERSHIP

Exhibitor table available at conference venue for run of conference (confirmation by March 15, 2023).
Option to serve on the Governor's Award for Downtown Excellence selection Committee.

YEAR ROUND

One (1) year of DCI Organization-level membership, including up to ten (10) individual members per organization.

DCI referral services to build awareness with our membership.

TESTIMONIALS



Brian Lujan
Town of Center

"Center is a small, rural town with limited resources. DCI, the Colorado Challenge Program, DCI's VISTA program, and the IN THE GAME event have helped us establish a toolbox and tap into resources to establish and implement plans for community and economic development. "



Kat Conner
Eagle Downtown Development Authority

"I attended my first DCI In the Game Conference three years ago and have been immersed in municipal activities to revitalize my Downtown ever since. I was extremely impressed and learned so much! And went from being a small business owner to the Chair of our newly established DDA with great confidence. Thank you DCI!



Denise Aten
Bohannon Huston

"DCI's IN THE GAME is a unique opportunity for companies looking to really connect and form lasting relationships with community leaders. IN THE GAME let's us showcase our work and identify new projects and partners each year."

MISSION

We are the Doers.

We are committed to building downtowns that are prosperous, equitable, creative, and welcoming. United in cause, we are Colorado's downtown champions.

MEMBERS

Established in 1982, Downtown Colorado, Inc. (DCI) is a nonprofit, membership association committed to building better communities by providing assistance to Colorado downtowns, commercial districts and town centers. With approximately 500 members, DCI serves a diverse group of communities. Members represent downtown organizations, local governments, development and improvement districts, consultants, individuals and others involved in downtown and community development.

SERVICES

DCI members receive a wide variety of benefits including mentorship and referrals, technical assistance, members-only events, discounts on educational events, scholarship opportunities, free professional referrals and phone consultations, access to online resource library, membership directory, discounts and benefits from partner organizations, and much more.

IN THE GAME

Call us

303.282.0625

Email us

operations@downtowncoloradoinc.org

Visit our website

www.downtowncoloradoinc.org



Let's work together.

Get in touch with us about
sponsorship opportunities today.

DOWNTOWN COLORADO

— inc.

Thank
you!

Feel free to approach us
if you have any questions.

