



2025 Sponsorship Opportunities

Become a key player in supporting Downtown Colorado Springs and moving our city forward! Our sponsors ride the wave of positive momentum Downtown, positioning your business in front of thousands of shoppers, business and civic leaders, festivalgoers, influencers, families, arts patrons and more.

Why Downtown?

- More than 1 million visitors monthly
- A highly educated workforce of 27,000
- A True Trade Area of 172,600 households and nearly 450,000 people
- A Colorado Certified Creative District boasting a concentration of arts and cultural activities six times the national average.
- An in-demand tourist destination with multiple attractions and over 1,100 hotel rooms
- More than 47,000 highly engaged social media fans
- The largest concentration of independent restaurants and retail shops in Southern Colorado
- The city center beloved for its historic architecture, unique shopping and walkable appeal

All sponsors receive

- Inclusion in Downtown Partnership Annual Report (1,000 press run)
- Recognition on our website, DowntownCS.com (more than 980,000 event counts annually)
- Recognition through social media posts (47,000-plus followers)

All sponsorships can be customized. Contact Susan Edmondson, CEO, for additional information.

111 S. Tejon St., Ste. 703, Colorado Springs, CO 80903 • 719-886-0088 • www.DowntownCS.com



28th Annual Downtown Partnership Breakfast

Our signature corporate event is a who's who of regional business, civic and elected leaders who are invested in Downtown Colorado Springs and its future.

September 19, 2025

Location: Ed Robson Arena, Colorado College

Attendance/participants: 700-plus business, civic and elected leaders

EARLY BIRD RATES:

Presenting sponsor: \$7,500 (1)

- One table of 10
- Logo displayed on screen/scoreboard
- Logo in printed and electronic invitations
- Logo in printed program
- Social media recognition
- Placement of branded collateral
- 3 minutes for your CEO on the mic at event

Champion sponsor: \$3,200 (multiple)

- One table of 10
- Logo displayed on screen/scoreboard
- Logo in printed and electronic invitations
- Logo in printed program
- Recognition from mic

Supporting sponsor: \$1,200 (multiple)

- One table of 10
- Recognition in printed program and screen/scoreboard



State of Downtown Report

Get the facts, figures and analysis on Downtown Colorado Springs to help you make solid business decisions. This report, an essential year-round tool for business, is released at an exclusive cocktail reception of Downtown Partnership members and business and civic leaders.

Date: March 20, 2025

Location: Weidner Field Sky Club

Attendance/participants: Business, civic and elected leaders

The printed and online State of Downtown Report is used by bankers, brokers, and business and investment prospects locally, regionally and nationally.

Presenting Sponsor: \$3,000 (1)

- Logo in printed report; press run of 1,500
- Logo in printed invitations
- Opportunity to open the presentation from the mic
- Opportunity to provide collateral at reception
- Social media recognition
- Reserved seating for up to 10 clients and stakeholders

Hospitality Sponsor: \$1,500 (2) - one reserved for COS Airport

- Logo on printed invitations
- Logo on complimentary drink ticket for reception attendees
- Recognition from the mic at reception
- Opportunity to provide collateral at reception
- Reserved seating for up to six clients and stakeholders



27th Annual Art on the Streets

Our innovative, award-winning program celebrates the power of art in public spaces, bringing one dozen curated works of art to Downtown for the duration of one year. The exhibit launches with a VIP donor reception followed by a public launch event on First Friday.

Exhibit: June 2025-May 2026

Location: Downtown sidewalks, medians, and park areas

VIP Donor Reception: June 5, 2025, Lulu's Downtown

Attendance/participants: Viewed by hundreds of thousands of Downtown workers, shoppers and visitors; launch event attracts hundreds of people; ongoing walking tours throughout the year

Founding sponsor: \$20,000 (1) reserved for U.S. Bank

Visionary sponsor: \$2,500-plus (multiple)

- Logo on brochure (2,500 press run)
- Logo on website
- Invitations to VIP donor reception
- Recognition from mic during reception
- Social media recognition
- Private guided walking tour for up to 20 people

Hospitality sponsor: \$2,500 (1)

Audio walking tour sponsor: \$3,000 (1)

Same as above, plus:

- Recognition on exclusive smartphone audio walking tour

Art Lover Sponsor: \$1,000-\$2,499 (multiple)

- Text recognition on brochure and website
- Invitation to VIP donor reception



Interested in commissioning a mural or sculpture for your Downtown property?

Downtown Ventures offers pro bono consultation and assistance in procuring public art for Downtown properties. We also offer “pay it forward” opportunities to underwrite public art installations for nonprofit or civic properties. Contact us for information.



Skate in the Park

Acacia Park overflows with daytime and evening holiday fun, featuring the only outdoor ice rink in the city. Now in its 13th year, Skate in the Park generates significant media coverage throughout the winter.

Mid-November 2025 to late January 2026

Location: Acacia Park

Attendance/participants: Approximately 70,000 participants, both skaters and accompanying friends and family; active, engaged people of all ages from the entire metro area and beyond.

Presenting sponsor: \$15,000 (1) - reserved for Academy Bank

- Company name positioned in title as "Company Name Presents Skate in the Park"
- Recognition in all print and broadcast media and advertising
- Logo and link from web page
- 50 free skating passes
- Opportunity to host up to two special theme days at rink
- Two dasher boards at rink

Gold sponsor: \$5,000 (3)

- Recognition in all print media and advertising
- Logo and link from web page
- 20 free skating passes
- Opportunity to host one special theme day at rink
- Social media recognition
- One dasher board at rink



Silver sponsor: \$2,000 (multiple)

- Logo and link from Skate in the Park web page
- Opportunity to host one special theme day at rink
- One dasher board at rink

Bronze sponsor: \$1,000 (multiple)

- Your company logo/message displayed on an ice rink dasher board for the duration of the skating season



Community building and placemaking programs

Downtown Walking Tours

Explore Downtown's history, architecture and public art in monthly guided walking tours.

First Saturday of every month, also by request

Location: Convened at a local coffeehouse, one-hour tour throughout Downtown

Attendance/participants: More than 1,500 participants annually, including residents, visitors, walking clubs, social organizations

Presenting sponsor: \$2,500 (1)

- Recognition at all tours; logo on brochures and web page; opportunity to provide brochure at each tour
- Private tour for up to 20 people



Interested in a private tour for clients or corporate teams? Want to underwrite tours for students and under-served populations? Contact us to schedule.

ArtSpot

Help beautify our city center by underwriting a sculpture in a Downtown flowerpot. These mini masterpieces by local artists are displayed mid-January through October, with prominent signage at each work.

Sculpture sponsor: \$500

Signage accompanying one sculpture for a minimum of two years.

Urban Living Tour

Our annual Urban Living Tour shines a spotlight on Downtown condo and apartment lifestyles and interior design options at new and existing properties, plus sneak peeks at projects in the works.

Date TBD, 2025

Locations: Multiple

Attendance/participants: Millennials, empty nesters and curious people interested in learning more about the Downtown lifestyle. Up to 750 tour participants.

Presenting sponsor: \$2,500 (2)

- Logo in all print and digital publicity
- Logo on all print collateral
- Signage at all locations
- Social media recognition
- 25 passes (\$375 value)



Community building and placemaking programs

Revel: The Urban Arts Party

It's the art party of the season! Enjoy a five-course dinner from some of Downtown's finest chefs, paired with specially selected fine wines. This exclusive, long-table dinner celebrating the Downtown Creative District takes place in stunning AdAmAn Alley.

Sept. 7, 2025

Location: AdAmAn Alley

Participants: Art aficionados, food and wine lovers, an eclectic group that values our Downtown's vibrant creative district. Dinner capacity 150.

Presenting sponsor: \$5,000 (1)

- Logo in print and digital invitations
- Logo on print collateral, gobo projection
- Opportunity at the mic (3 minutes)
- 8 seats at dinner (\$1,600 value)

Art Lover sponsor: \$2,500 (3)

- Logo in print and digital invitations
- Logo on print collateral
- Recognition from the mic
- 4 seats at dinner (\$800 value)

Small Business Arts Lover*: \$600 (multiple)

- Recognition on print collateral
- 2 seats at dinner (\$400 value)

**This opportunity is open only to Downtown small businesses*

Artist traffic signal cabinets

Designs by local artists on traffic signal cabinets catch the eye of passersby and help to beautify Downtown year-round.

Cabinet sponsor: \$500

Logo on cabinet face for minimum of three years.

Special promotions

Various dates throughout the year

Passport and single day event sponsors for events including Haute Chocolate Hop Passport, Mom's Day Out, Taco Trail Passport, Popsicle Promenade Passport, Holiday Stroll warming station, Character Stroll warming station, etc.

Exclusive sponsorships for each event.

Range: \$1,200-\$3,000

Benefits include (depending on event):

- Digital ad on passport confirmation email
- In-pass ad on digital passport
- Social media cobranding of the event
- Sponsor table with giveaways
- Individualized options

Reach out to Carrie Simison at Carrie@DowntownCS.com for more information.



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